Prepare for the Beneva brand switch

As we get closer to our January 1, 2027, brand transition, we're sharing the latest updates and additional resources to help you feel confident and prepared.

Earlier this fall, Gore Mutual and Unica Insurance Brokers received information about our upcoming legal name and brand transition to Beneva, along with resources to help you prepare and support conversations with your clients.

As we get closer to our **January 1, 2027, brand transition**, we're sharing the latest updates and additional resources to help you feel confident and prepared.

The transition will happen gradually, so you may continue to see Gore Mutual, Unica Insurance and Beneva branding at the same time as systems, materials and other touchpoints are updated. This is expected.

What will you notice?

Beginning January 1, you'll start to see the Beneva brand across more of your day-to-day interactions with us, including:

- Websites, communications and marketing materials will begin featuring the Beneva name, logo and visual identity.
- Broker tools and resources will begin reflecting Beneva branding.
- Policy, billing and other business documents will begin displaying the Beneva brand and our new legal name, Beneva General Insurance Inc.
- Phone greetings and email communications will begin reflecting the Beneva brand.
- You may continue to see Gore Mutual or Unica Insurance branding on some systems, documents, websites, portals and third-party platforms as updates are completed.

What will your clients notice?

Your clients will also begin seeing the Beneva name and brand more frequently across their interactions with us. Depending on how they interact with us, this may include emails and communications, policy and billing documents, websites, phone greetings, cheques and other client-facing materials.

Beneva.ca will become the primary destination for personal and commercial insurance information and resources. During the transition, some pages and services will continue to live on the Gore Mutual and Unica Insurance websites. Don't worry about which website to use. We'll direct you to the right place based on what you need.

The most important thing for clients to know is that **their existing policy remains valid, their broker remains their primary point of contact, and they can continue to rely on the service and support they receive today.**

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Beginning **January 4, 2027**, Beneva-branded inserts will also be included in outgoing client mailings, directing clients to Beneva.ca for more information about the transition. If you have clients who do not receive these mailings, you can download the insert and share it with them directly.

What do you need to do?

- **As of January 1, 2027, please update** your records from Gore Insurance Company or Unica Insurance Inc. to Beneva General Insurance Inc. and use the new legal name on future invoices and other legal or contractual documentation, where applicable.
- **Visit and bookmark our new Broker Blog on Beneva.ca.** It will be your source for the latest broker news and updates, replacing Broker Circle (for Gore Mutual brokers) and the Broker Centre (for Unica Insurance brokers). Past articles and resources will stay available there.
- **Explore our new broker page on Beneva.ca.** This page brings together commonly used links to products, services, documents and other resources. Beginning January 5, the links to the content will be updated most Gore Mutual and Unica Insurance website content will be available through Beneva.ca.
- **Review the updated brand section of the broker FAQs** for more detailed information about what is changing, what is staying the same and any actions you may need to take.
- **Review the updated brand client FAQs** so you're prepared to answer questions from your clients. These FAQs will also be available to clients on Beneva's Joining Forces page starting on January 5, 2027.
- **Download and share the Beneva client insert starting January 4, 2027,** with clients who may not have received a copy through our outgoing mailings.
- **Read Make the switch: Update your website with the Beneva logo** for information on updating your website to reflect the Beneva brand.
- **Get to know Beneva and explore new resources** available to help you become more familiar with the Beneva brand and support you through the transition.