

## **EMAIL COPY**

SUBJECT LINE: Reducing wildfire risks is good for your clients and your business

ALT SUBJECT LINE: Help your clients reduce their wildfire risks

As an insurance professional, you know that **wildfires pose a growing threat** to Canadian homes, businesses, and communities. As losses mount, **it's impacting your clients and your business.**

How can you **help your clients reduce their wildfire risks**? And how do you maintain **your competitiveness and growth** in an era of unprecedented wildfire threats?

FireSmart™ Canada is here to help – with a **new online course designed for insurance brokers, agents, and advisors.**

[Learn what insurance professionals need to know.](#)

**Learning to Live with Wildfire: FireSmart™ Tools and Strategies to Help Clients Protect What Matters Most** offers practical tools and strategies to advise your clients on how to protect what matters most.

You'll learn how to help your clients take simple steps to reduce their wildfire risk. And you'll be helping to **reduce loss claims, increase customer satisfaction and referrals, and decrease policy cancellations and loss ratios.**

[Explore the free course now.](#)

Learn at your own pace and finish in **just 2 hours**. As an insurance broker, you can also earn professional development credits in BC, Alberta, Saskatchewan, Manitoba, and Ontario.

Minimizing wildfire-related losses and building a FireSmart future can help:

- ▶ **Maintain your profitability;**
- ▶ **Retain access** to higher risk markets and access lower reinsurance rates;
- ▶ **Increase customer satisfaction and build your competitive advantage.**

Discover the full course at [Insurance Professionals Course – FireSmart Canada](#). It's free, fully online and self-directed.

See how investing in wildfire resilience today is critical to helping your clients – and your insurance business.

Thank you for helping to build a FireSmart future!

[Get started now.](#)