



## STRATEGIC PARTNERSHIP AGREEMENT BETWEEN THE RQOH AND BFL CANADA IN COMMERCIAL INSURANCE FOR NON-PROFIT HOUSING

**MONTREAL, SEPTEMBER 21, 2023** —The Réseau Québécois des OSBL d'habitation (RQOH) and BFL CANADA have entered into a strategic partnership to execute on a shared mission: ensure the financial well-being of one of Quebec's largest non-profit housing portfolios. They have initiated a strategic partnership to strengthen the [Assurances Sékoia](#) program, established in 2004.

This partnership marks a significant milestone in the Quebec affinity groups and programs insurance landscape for 2023. Together, these two partners are committed to providing the social housing sector, encompassing nearly 50,000 units, with a dependable insurance program tailored to its unique requirements.

Assurances Sékoia, one of Quebec's most extensive insurance procurement groups within the non-profit sector, serves a vital purpose: safeguarding residential complexes housing individuals with low or moderate incomes or facing specific challenges. Many of these complexes are Private Senior's Residences (RPA). "This program, as Jessie Poulette, President of the Réseau québécois des OSBL d'habitation, explains, was initiated in 2004 by the RQOH, representing non-profit housing organizations across Quebec and intimately familiar with the sector's intricacies. Notably, it was developed by the very members it serves, who actively participate in its administration." Founded by the RQOH, Assurances Sékoia emphasizes trust, as well as the collective strength and experience of a well-established consortium dedicated to safeguarding the interests of its members.

Lisa Giannone, President and Chief Operating Officer of BFL CANADA, states, "BFL CANADA boasts a robust, nationwide team with deep roots in Quebec, and a team of professionals has been assigned to Assurances Sékoia. In addition to our extensive experience in insurance brokerage and risk management, our core values are strongly aligned with those of the RQOH and its members. This partnership sets the stage to significantly contribute to the long-term management and sustainability of Assurances Sékoia while safeguarding the interests of the RQOH and its members." The team dedicated to the program is available to all Sékoia policyholders to advise and support them for all their insurance and risk management needs. They understand the importance of trust that has been the foundation built by Marc Garon, who has overseen the program for the RQOH since 2018.

When this partnership was concluded, Assurances Sékoia provided insurance coverage to approximately 1,600 buildings, with combined asset values of \$4.57 billion, belonging to nearly 730 organizations. These non-profit housing organizations share a common goal: providing affordable and secure housing for low-income individuals. With almost 45,000 permanent housing units and 8,000 temporary or transitional units throughout Quebec, the non-profit housing sector represents more than a third of the province's social housing and maintains a strong presence across the territory.

### ABOUT RÉSEAU QUÉBÉCOIS DES OSBL D'HABITATION

The Réseau québécois des organismes sans but lucratif d'habitation (RQOH) is made up of eight regional federations creating a solidarity network the first vocation of which is to offer stable and decent housing conditions to socially, physically or economically underprivileged individuals. More than 10,000 people are active volunteers in this network which also has 6,500 employees. The total value of assets under the control of housing NPOs is close to \$5 billion.



### ABOUT BFL CANADA

Founded in 1987 by Barry F. Lorenzetti, BFL CANADA is one of the largest employee-owned and operated Risk Management, Insurance Brokerage, and Employee Benefits consulting services firms in North America. The firm has a team of over 1,200 professionals located in twenty-five cities across the country. BFL CANADA is a founding Partner of Lockton Global LLP, a partnership of independent insurance brokers who provide Risk Management, Insurance and Benefits Consulting services in over 140 countries around the world. For more information, visit [bflcanada.ca](http://bflcanada.ca) and follow us on LinkedIn, Twitter and Facebook.

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*Lisa Giannone, President and Chief Operating Officer of BFL CANADA (on the left), and Jessie Poulette, President of the Réseau québécois des OSBL d'habitation, during an official handshake at Manoir Marc-Aurèle Fortin, a non-profit housing organization for independent seniors with 174 units and a member of the Assurances Sékoia program.*

*Photo Credit: Mathieu Delhorbe*

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## Press Release



*From left to right: Alexis Tertulliani, Senior Vice President, National Practice Leader - Programs and Affinity Groups; Lisa Giannone, President and Chief Operating Officer (BFL CANADA); Jessie Poulette, President; and Marc Garon, Manager of Shared Member Services (Réseau québécois des OSBL d'habitation).*

*Photo Credit: Mathieu Delhorbe*

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