



# FORWARD-LOOKERS

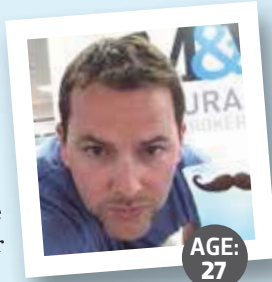
## ADAM MITCHELL

Adam Mitchell had no interest in insurance. He had been making a living kiteboarding in North Carolina and was travelling in the Caribbean when he received a call informing him that his father – the second-generation Mitchell to run the insurance brokerage that his grandfather founded – was sick.

Mitchell rushed home and was helping his mother sell the business when, at the 11th hour, he decided to become the third Mitchell to head Mitchell & Whale Insurance Brokers (the Whale comes from a takeover in the 1990s).

Since making that decision in 2008, Mitchell became licensed by the Registered Insurance Brokers of Ontario and now leads his team of enthusiastic insurance brokers who have helped to keep some 96 per cent of clients returning year after year.

In the end, a sentimental and somewhat impulsive decision has turned into a thriving and engaging career – one that Mitchell says he's proud to have followed his grandfather, uncle and father into.



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## ANDREW CLARK

Andrew Clark's experience with the insurance industry started in 2001 when he was involved in a car accident that left him with a severely damaged pick-up truck, a \$2.2 million Statement of Claim and an incredible sense of gratitude to the insurance company that compensated those who were injured in the accident.

Then, in March 2014, Clark made the jump to his own firm, ALIGNED Insurance, where he currently works as president and CEO. The company specializes in insurance and risk management for Canadian businesses.



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## DAVID ELLIOTT

A family business

As a father and husband, David Elliott is a family man. And as a family man, he recognized the importance of the nearly 100-year history that three previous generations of his family had amassed with Elliott Insurance Services in Port Hope, Ont., which Elliott's great-grandfather started in 1919, and passed down to his grandfather and father.

He's since built that business with a keen eye toward keeping his clients happy, and happy they are; Elliott Insurance has maintained a 98

per cent retention rate since 2011.



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## GREG RAYMOND



Greg Raymond is at the cutting edge of the insurance industry. He developed and spearheaded the online division at the family-owned Raymond Insurance,

working to develop the brokerage's online business.

But his breaking into the industry didn't start there. After graduating from Laurentian University, Raymond attended the IBAO School of Insurance where he earned his CAIB designation and completed programs like the Future Leaders program and the Beyond Best in Class program. A lifelong learner, Raymond then attended the prestigious Schulich School of Business at York University.

All that while, Raymond's efforts to build the online arm of Raymond Insurance paid off and in 2011 the branch re-branded as InsuranceHero.ca, a completely virtual insurance brokerage. InsuranceHero.ca provides insurance products via phone, online or through email, and binds coverage with the use of electronic signatures.

## MICHAEL ABRAHAM

It's been barely a decade since Michael Abraham graduated from high school, but in those 10 short years, the insurance broker with Paisely Manor Insurance Brokers in Toronto has already made his mark on the industry.

In 2013, Abraham was named one of IB's top 30 elite brokers for the personal and confidential customer service that he provides to his clients – and he hasn't slowed down since. He received his CAIB designation in 2013 and is experienced in many facets of insurance, from disability and benefits, to life insurance and commercial/business insurance, and brings that experience to every portion of the business.



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