

Pembridge Insurance Announces Improved Water Damage Coverage

Markham, ON - Pembridge Insurance is pleased to announce the launch of their enhanced Water Damage Extension endorsement, which addresses the growing exposure to flood that Canadians are facing due to changing weather patterns.

Pembridge's Water Damage Extension coverage includes protection for Sewer Back-Up and is now extended to include Overland Water, or fresh-water flooding and damage caused by surface or ground water.

"Today more than ever, customers are dealing with increasingly devastating loss when it comes to water damage," states Bob Tisdale, President and COO of Pembridge Insurance Canada. "Due to aging and insufficient infrastructure, sewers have a higher tendency to back up and flood basements. In addition, the severe weather events we have seen in recent years have identified a shortfall in coverage in terms of protection due to flood." Tisdale continues, "Our improved coverage for Water Damage now means that Pembridge customers will not have to be as concerned about the devastation water can cause."

Coverage improvements are being 'read-in' for all existing Pembridge customers who currently have the Water Damage Extension on their policy, meaning as of June 15, 2016, eligible policyholders will automatically receive the improved coverage without having to endorse their policies or pay an additional premium upfront.

"I am confident that we have developed a sound and competitive solution," says Tisdale. Pembridge's Water Damage Extension is an all-in-one solution that provides Sewer Back-Up, Overland Water and Ground Water coverage under one endorsement. The endorsement has few restrictions with no impact on Guaranteed Replacement Cost or Single Limit coverage.

"Water can destroy everything, not only material items, but cherished memories and irreplaceable valuables," says Tisdale. "We feel our role as an insurer is to help educate customers on how to prevent and avoid water damage." By taking just a few easy steps, exposure to water damage can be significantly reduced:

- Ensuring downspouts drain a minimum of 6 feet away from the home;
- Clearing eavestroughs and downspouts of leaves and debris;
- Directing grading around the home away from exterior walls;
- Installing an anti-backflow valve or sump pump with a reliable power backup;
- Hiring a licensed plumber or contractor to thoroughly inspect foundation and basement walls for cracks, and weeping tiles for damage or blockage.

Pembridge has created a number of tools and resources for customers about water damage prevention and the improved coverage being offered, which can be found at www.pembridge.com. "Working with our broker partners, we want to raise awareness with Canadians about the importance of risk mitigation to positively impact both the frequency and severity of losses caused by water damage," concludes Tisdale.

About Pembridge Insurance Company

Pembridge Insurance Company offers a comprehensive range of insurance products and exceptional customer service with the support of our dedicated, independent broker network. Pembridge's broad suite of products are designed to meet the specific needs of Canadians at competitive prices including; auto, home, condo, tenant and coverage for specialty products including ATV's, motorcycles, snowmobiles and boats. www.pembridge.com

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