

# COMMERCIAL INSURANCE Profile

## DID YOU KNOW?

Without planning for a disaster such as an earthquake, you leave your company vulnerable to financial loss, especially if you are forced to close operations for a period of time.

In addition, without a proper plan to cope with a disaster situation, your company could face lawsuits from customers, vendors or employees claiming negligence.

**Going Beyond to Protect Your Business**

**Beyond Insurance Brokers Inc.**



## What if your business was interrupted....could you cope?

Originally established for the manufacturing industry, Business Interruption Insurance has evolved into an essential risk transfer tool for all industries. Coverage provides resources that aid in recovery and can help get a company back on its feet quickly.

When a small business owner's restaurant was devastated by a category five hurricane, she was left with a blown-out ceiling, massive equipment damage and an unsalvageable building security system. "The Business Interruption Insurance paid for the 23 days we were down," Joy Hoda told the Insurance Information Institute in 2010. "Just by getting that money, it wasn't so hard for us to make our payroll."

It's not to say that Joy did not sustain a loss; her Business Interruption Insurance reimbursed her for everything she would have made, minus any expenses the firm would have incurred. What the insurance allowed her to do was continue to pay her staff, meet her credit obligations and quickly reopen her business to help serve the people of her neighbourhood.

Business Interruption Insurance doesn't just assist small businesses in meeting payroll and bills during a crisis; many small businesses never reopen following a disaster or interruption. For larger businesses, Business Interruption Insurance can provide employees and shareholders peace of mind. Shareholders especially like to know a business' profits are protected in case of fire, tornado, hurricane or other disaster. Protect the business you worked so hard to establish....we can help.

# Studies Show Canada is Due for an Earthquake Soon

By extracting sediment samples from the ocean floor off the coast of Vancouver, researchers have discovered that British Columbia's last major earthquake was on Jan. 26, 1700. Further research has shown that earthquakes typically happen along this coast every 500 to 1,000 years, which means it's never too early to prepare.

Earthquakes occur when pieces of the earth's crust collide, which causes seismic convulsions and damage to surrounding areas. Scientists cannot predict when this will occur, as the plates' movement is highly erratic, but studies suggest it is inevitable that an earthquake will occur soon on the British Columbia coast.

It is wise to be prepared for these types of natural disasters because the damage they cause can be catastrophic to businesses. Studies show that approximately 25 per cent of businesses affected by disasters never reopen their doors. Small-business owners and individuals who are self-employed are especially vulnerable to the loss of income that business interruptions can cause.

To protect yourself from loss in the event of a forced shutdown, you should purchase adequate business interruption insurance and create a thorough business continuity plan. Implementation of your business continuity plan means more than simply exercising the plan during an emergency. It means integrating the plan into your company operations, training employees and evaluating the plan.

Don't wait until your business experiences a significant loss to consider this vital business insurance protection. [Contact Beyond Insurance Brokers Inc.](#) at **905-666-7600** to review how this type of coverage can fit into your overall business insurance portfolio.

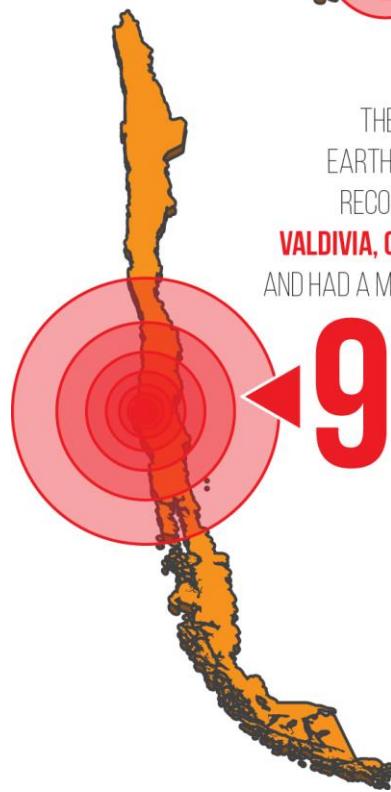
THE EARTHQUAKE THAT  
OCCURRED IN **HAITI** IN  
JANUARY 2010 HAD A  
MAGNITUDE OF

**7.0**



THE STRONGEST  
EARTHQUAKE EVER  
RECORDED WAS IN  
**VALDIVIA, CHILE** IN 1960  
AND HAD A MAGNITUDE OF

**9.5**



**COMMERCIAL  
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Protecting Your Business. Risk Management Tools brought to  
you by the insurance professionals at:

Beyond Insurance Brokers Inc.

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