

FOR IMMEDIATE RELEASE

Transitioning to a New Era: Toole Peet Becomes Lloyd Sadd, Effective November 1st

EDMONTON, AB, October 23, 2023 – Lloyd Sadd Insurance Brokers Ltd. is excited to announce a significant milestone in our journey. As of November 1, 2023, Toole Peet will officially transition to the Lloyd Sadd brand, marking a new era in our commitment to providing top-tier insurance solutions in Alberta.

Our merger with Toole Peet earlier this year was a strategic move aimed at combining strengths, expertise, and resources to better serve our clients. We've been working diligently behind the scenes to ensure a seamless transition, and we are confident that this change will bring even greater benefits to our valued clients.

This transition represents more than just a name change. It signifies our dedication to continuously improve and expand our services. As Lloyd Sadd, we will leverage the best practices and resources from both organizations to provide innovative and personalized insurance solutions that exceed client expectations.

Rest assured, our clients will experience no disruptions to their insurance policies, coverage, or the high level of service they have come to expect. The same knowledgeable account teams and service personnel will continue to support you, now proudly operating under the Lloyd Sadd banner.

Chris Huebner, CEO of Lloyd Sadd, shared his thoughts on this transition, saying, "We're thrilled to welcome Toole Peet fully into the Lloyd Sadd family. This marks a significant step forward in our mission to deliver exceptional insurance solutions. Together, we are better equipped than ever to serve our clients' evolving needs."

We are excited to embark on this new phase of our journey as Lloyd Sadd and look forward to continuing to provide you with the insurance expertise and service you deserve. Our commitment to excellence remains unwavering, and we are dedicated to building a stronger, more resilient future together.

For media inquiries, please contact:

Ryan Miller
Director, Marketing & Client Partnerships
ryanm@lloydsadd.com
587.701.3358