

How to reduce those receivables

Calling it an “important profit line” for his brokerage, Dale Rempel, president of Rempel Insurance Brokers in Morris, Man. and president-elect of the Insurance Brokers Association of Canada, says the Kimbley Systems finance software he’s been using for the past seven years measurably streamlines his back office operations.

“It gives us a competitive edge,” he says, “because it provides a lot of financing flexibility.”

The finance software is the Cape Breton-based vendor’s core product, but president David Kimbley also offers specialized consulting. Since 1997 his software has made it possible for brokers to finance premiums from the desktop of any producer, account

exec or CSR. The product allows the broker’s finance department to take over the signed contract and manage the account day-to-day. The system also alerts the department when it’s time to cancel, eliminating risk to the brokerage.

Kimbley says his system ensures a broker will have increased profits with virtually no risk.

“Our technology works seamlessly as a silent partner alongside the insurance brokerage,” he says. “It’s a product that’s easy to use and ultimately contributes to the bottom line.”

Rempel agrees. His medium-sized brokerage counts on commercial sales for 75 per cent of its business.

“This software lets you determine your

financing offer,” he says. “You can set the payment plans, the number of payments, establish pre-authorization and even set the amount of down payment. It works for it all.”

Rempel adds: “A key benefit is the way it makes managing an in-house finance program simple. The software offers the ease of submitting and monitoring electronic payments, along with the ability to manage in-office, post-dated payments. Changes to client payments are simpler than

with a third party.

“There is another value-add to this, because we can service our existing customers better and offer the financing terms new prospects may be after. Our brokerage has been able to reduce our commercial account receivables with this package.” **IW**



Kimbley



Rempel