



# **Benefits by Design**

**An Administered Benefits Agency**

## **Vision Statement**

**To become the supplier of choice for  
Canadian employee benefit advisors.**

## **Core Values**

**Our highest priority is to provide superior service  
to the clients of our advisors.**

**Our underwriting and administrative practices insure we  
honor our commitments to our suppliers  
while providing flexible and competitive products.**

**Utilizing best practices to ensure security and privacy of our  
data is a prerequisite in building the superior technological  
support necessary to enhance our relationships  
with advisors and suppliers.**

**Our employees must be treated fairly, be given clear  
responsibilities, and have the authority  
and resources to do their jobs.**

**They must embrace and contribute to a culture of  
relentless competence and innovation.**

**We will utilize financial discipline to meet profitability  
targets and finance our growth without debt.**