

SeaFirst Debuts New Brand That Doubles Down on Customer Experience

Victoria, B.C., July 1, 2021—As the largest locally owned insurance brokerage on Vancouver Island, [SeaFirst Insurance](#) is setting the bar higher for what customers should expect from their insurance broker. In an industry where brokers primarily just sell and service insurance policies, SeaFirst is taking it one step further. The company has overhauled their claims operations and their commitment to their customers to be there when they need them most.

It's not just words, SeaFirst Insurance has successfully implemented a 24/7 in-house claims center that has drastically improved response times for claims and settling losses. "Now more than ever, people need support, especially when a loss occurs. We want them to know we've got their back," says Dan Olive, Managing Partner at SeaFirst Insurance.

This major rebrand reflects their over 60+ years of commitment to their clients and community. SeaFirst's team is at the core of their success. "We take care of our team, so that they can take care of you" continues Dan. "Our staff have been truly amazing throughout the Pandemic and we (the partners) cannot thank them enough for their dedication and support to ensuring that we can safely be there for our clients."

The new brand includes a complete redesign of the company's website, logo, graphics, and communication. The brand assets represent the company's calm, collected, fun, and friendly personality through a combination of blue and green colors. In addition, SeaFirst's new logo consists of a bird's silhouette, reflects our island origins and symbolizes its flight above the ocean searching for a sanctuary, not unlike people looking for peace of mind when a loss occurs.

SeaFirst's unique "We Got You" model provides end-to-end service from coverage to claims, ensuring that support is available every step of the way. From managing your policy to dealing with a loss at any time of day, they take their duty seriously and strive to be there when our clients need them the most.

About SeaFirst Insurance

SeaFirst Insurance is locally owned and operated, has been in business over 40 years and is the largest independent general insurance broker on Vancouver Island. They have 6 offices across Southern Vancouver Island and the Gulf Islands and employ nearly 100 staff.

For more information about SeaFirst Insurance, visit seafirstinsurance.com.

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MEDIA CONTACT:

Lovey Dhesi, Marketing, Media & Communications Coordinator, ldhesi@seafirstinsurance.com