

Economical and Signature Golf – what a partnership!

By Doug Maybee, Economical Insurance

For over 13 years, professional golf was **Ashley Chinner's** passion. As a touring golf pro, he played in tournaments around the world and was crowned the Canadian PGA Champion in 1996. In 2001, he found a second calling in the insurance industry, eventually becoming the Director of Golf at Signature Risk Partners Inc.

Today, Ashley's passion is working with brokers across the country to help them develop risk management plans for their golf and country club clients. Ashley is a key asset to Manitoba brokers. By applying his golf and insurance expertise he helps brokers to better understand the unique risks at a golf course.

"The Signature Golf insurance program has grown rapidly since its inception in 2007 and today counts many of Canada's largest and best-run golf and country clubs among its customers," said **Jim Grant**, President and CEO of Signature Risk Partners. Signature Golf is the only customized insurance policy written exclusively for golf courses, and leading owners and operators recognize the benefits of specialized coverage.

It took two years of intensive industry research to get the wordings right for the Signature Golf program. Members of the National Golf Course Owners Association, representing over 1,300 golf courses across the country, were asked 'What keeps you up at night?' and, 'What are you prepared to pay premium for?' They all voiced concern about their golf course grounds – the most important asset in their entire operation.

"Let's face it. The clubhouse can be replaced temporarily in the event of a fire or other peril, but if something major happens to the golf course itself, all revenue stops immediately," said Grant. "At Signature Golf, we take coverage of the golf course very seriously and our program provides experienced risk management and loss control services tailored to golf."

Signature Golf is the only golf insurer to offer owners and operators three tiers of coverage so they get the right insurance at the right price and are insured to value. "Large courses almost always opt for the *Secure* package because it lets them sleep at night, knowing they are completely protected. For smaller to medium-size courses, the *Select* or *Standard* package may meet their needs and allows them to absorb some of the risk themselves," Grant explained.

Signature Golf chose to partner with Economical Insurance after assessing all the major insurers in the country. "Economical stood out right away because they understand the requirement for niche commercial programs," Grant noted. "They got it. Instead of trying to change what we had already created, they wanted to know how they could support us.

"Partnering with Economical adds tremendous value to the program, allowing us to provide the best coverage available to the golf-course industry along with superior levels of service to our broker network across the country."

To find out more about the Signature Golf program and get a PGA champion on your side, visit www.signaturerisk.com or call (800) 260-9921 toll-free. 🏌️



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