



ORCHARD
B E N E F I T S

Benefits Alliance Announces Orchard Benefits as New Member.

CONCORD, August 16, 2023

Benefits Alliance is proud to announce that Orchard Benefits has been selected as a new member firm. Orchard Benefits specializes in helping startups and fast-growing companies get the right benefits coverage to meet their budgets and the needs of their employees.

"I am very excited to welcome Chris Gory of Orchard Benefits to Benefits Alliance. I am in awe of what Chris has accomplished with his track record of growth and presence in our industry as a solo practice and with a national scope. With Chris' background in the technology sector, he has built a very specialized group practice in this field," said Carolyne Eagan, President of Benefits Alliance. "It is clear to me that Chris leads the way when it comes to leveraging technology and tools. This, combined with his very personal and engaged manner of dialogue with clients, suppliers, and industry stakeholders makes Chris truly a gem in this field. We are aligned with our future direction of growth, advocacy and community of sharing and I am excited that we may help each other drive success and make a difference in this industry."

Orchard Benefits works with both Canadian and global tech companies with anywhere from 2-1000 employees. They have the expertise and the benchmarking data that has been developed in-house to show what coverage a startup needs to compete with other startups of a similar size and with similar funding. Orchard Benefits loves tech and is always looking at the latest in add-on products to help their clients attract and retain staff. Orchard Benefits believes that the industry needs a unified voice and that Benefits Alliance is well-positioned to accurately represent the advisor community across the country.

"After nearly 30 years in the insurance industry and 17 years working directly in employee benefits, 15 of which have been with tech companies and their benefits coverage, there is still so much to learn from, and give back to, this industry," said Chris Gory, President of Orchard Benefits. "Joining Benefits Alliance allows me to do both. It allows me to learn from advisors who have years of experience, and who look at things in a different and fresh way. It also allows me to share with other advisors my knowledge and love for technology. No one advisor or advisory firm can know everything or have experienced everything. The years of expertise that Benefits Alliance members have will be incredibly valuable to help the future and growth of Orchard Benefits."

About Orchard Benefits

Orchard Benefits is grounded in customer service and a commitment to help clients make the right choices. They engage with their clients on a regular basis to educate and update, rather than touching base once a year to renew a policy. Launched in 2000, Orchard Benefits (formerly Insurance Portfolio Financial Services) began doing business with startups after realizing their insurance needs were unique and needed someone who knew the challenges that those companies faced.

About Benefits Alliance

Benefits Alliance includes independent member firms and more than 200 advisors nationwide. We leverage our size and experience to offer our group clients a qualitatively superior experience. We work intimately with our clients to create plans that are innovative and flexible, delivering cost-effective stability for our clients.



For further information, please connect with:

Benefits Alliance Contact: Sarah Toth, Senior Executive Assistant

Email: sarah.toth@benefitsalliance.ca

Phone: (905) 669-5577 Ext. 225

Website: www.benefitsalliance.ca

Orchard Benefits Contact: Chris Gory, President

Email: chris@orchardbenefits.ca

Website: www.orchardbenefits.ca