



**Benefits
Alliance**



NORTHWAY

FINANCIAL CONSULTANTS LTD.

Benefits Alliance Announces Northway Financial Consultants Ltd. as New Member Firm

CONCORD, March 1, 2026

Benefits Alliance is proud to announce Northway Financial Consultants Ltd. as a new member firm. Northway Financial Consultants lives by a simple statement – *Honest Advice. Every Time.* To them, it's not about the lowest price on the spreadsheet – it's about education and solutions that have a lasting impact. At the end of the day, people want someone on the other end of the line that cares, and Northway Financial Consultants does.

"Northway Financial Consultants Ltd. embodies the kind of advisor firm Benefits Alliance is proud to welcome – principled, client-first, and deeply committed to building sustainable benefit plans the right way," said Carolyne Eagan, President of Benefits Alliance. "Their strong service culture, focus on long-term outcomes, and passion for advocacy align seamlessly with BA's mission to elevate our industry and better serve plan sponsors and plan members alike."

Courtney West, Senior Partner at Northway Financial Consultants Ltd., shared her excitement for joining, saying, "Being part of a community that focuses on collaboration and sharing knowledge can only make us better – and make the journey a little less lonely!"

Eagan shared this enthusiasm for collaboration, stating, "As a growing, next-generation firm, Northway brings fresh perspective, energy, and a clear dedication to continuous learning and improvement. Their interest in advocacy, particularly around mental health and women's health, reflects the kind of leadership and engagement that strengthens our collective voice. We are excited to have Northway join the Benefits Alliance community."

Northway Financial Consultants looks forward to being part of a community that takes the time to deep dive into the wide array of resources available and connect with each other to discuss and learn from them together.

About Northway Financial Consultants Ltd.

Northway Financial Consultants Ltd. is a GTA-based employee benefits firm founded in 2020, helping Canadian businesses in the under-1,000 life market. In addition to their benefit practice, their financial planning arm, Helewa Financial Group Inc., specializes in high net worth and estate planning, allowing them to support business owners and executives with a more holistic view.

About Benefits Alliance

Benefits Alliance is Canada's leading organization of independent benefits advisory firms. As an industry leading not-for-profit association, Benefits Alliance focuses on education, collaboration, and advocacy by providing their members with tools, resources, and unique proprietary products and services that meet and exceed client expectations. Our members, who are employee benefit and retirement plan specialists, work with more than 16,000 employer plan sponsors who collectively have over two million Canadians enrolled in their plans.



For further information, please connect with:

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