



Wawanesa

Benefits Alliance Announces Wawanesa as New Preferred Solutions Provider

CONCORD, April 1, 2026

Benefits Alliance is proud to announce Wawanesa Life Insurance Company as a new Preferred Solutions Provider, further strengthening Wawanesa's commitment to delivering exceptional service experiences and long-term value for advisors, clients, and plan members across Canada.

Wawanesa brings a distinctly Canadian, boutique-style service model built on deep relationships, accountability, and responsiveness — hallmarks of its “small-town values with big-city capabilities” approach. Advisors partnering with Wawanesa benefit from hands-on support, practical solutions, and a team that shows up — consistently and personally — for advisors, clients, and ultimately, plan members.

“We’re excited to welcome Wawanesa as a Preferred Solutions Provider,” said Carlyne Eagan, President of Benefits Alliance. “Their focus on personalized service, sustainable growth, and strong advisor partnerships aligns closely with our values and the expectations of our member firms.”

“Over the past few years, the Wawanesa team has demonstrated exceptional service while delivering meaningful results for our members. They built their presence by investing in relationships—both at our conferences and within regional markets—and that commitment has translated into strong, sustainable growth.”

“Wawanesa is a great example of the partnership, performance, and long-term approach we value, making them a natural fit for Preferred Solutions Provider status.”

Unlike larger, multi-national carriers, Wawanesa operates with intentional focus. Its boutique service philosophy ensures: direct access to knowledgeable decision-makers, consistent, relationship-driven support, a proactive claims and service experience and solutions designed with real member needs in mind. At Wawanesa, service is not transactional — it's relational. *Just say the word*, and Wawanesa is there for advisors, their clients, and the members they serve.

“Joining Benefits Alliance represents a powerful opportunity to collaborate with like-minded partners who value service, integrity, and long-term thinking,” said Vedran Hodzic, National Manager, Group Sales at Wawanesa. “We are proud to deliver group benefits solutions that combine personalized attention with the strength, stability, and expertise of a nationally respected insurer.”

Founded in 1896 in the village of Wawanesa, Manitoba, Wawanesa was built on the belief that insurance should serve people, not shareholders. As a mutual insurance company, Wawanesa is 100% Canadian-owned and operated — by Canadians, for Canadians.

The partnership with Benefits Alliance reflects a shared belief that exceptional benefits outcomes are driven by people, relationships, and purpose.



About Wawanesa

Wawanesa Insurance was founded on September 25, 1896, in the village of Wawanesa, Manitoba, by Alonzo Fowler Kempton and Charles Kerr as a farmers' mutual insurer designed to offer affordable coverage to western agricultural communities. Starting from a small rented room above a drugstore, the company quickly grew, issuing its first policy just weeks after opening and expanding across western Canada in the early 1900s. By 1910, Wawanesa had become the largest mutual fire insurance company in the country and later diversified into urban property and automobile insurance, eventually earning a national Dominion charter in 1929. Over the decades, it continued to expand its services—including launching Wawanesa Life in 1961—while maintaining its mutual structure and community-focused values

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:

Benefits Alliance Contact: Carlyne Eagan, President

Email: carolyne.eagan@benefitsalliance.ca

Phone: (289) 208-8174

Website: www.benefitsalliance.ca

Wawanesa. Contact: Scott Knight, VP Group Distribution

Email: scottknight@wawanesa.com

Phone: 1 (905) 399-1462

Website: www.wawanesalife.com/group-insurance/