

BARRHAVEN BUSINESS PROFILE

Integrity sets Baizana Insurance Brokers apart

BY JEFFREY MORRIS

When John Baizana talks to residents or businesses about insurance, they often ask him the same question, "What is the difference between an insurance broker and an insurance agent?"

As the President of the Registered Insurance Brokers of Ontario (RIBO), Baizana is more than qualified to deliver an answer.

"The biggest difference is that, as brokers, we work for the client. We are not employees of the insurance company," said Baizana. "That is particularly important when a client is dealing with a claim. We are your insurance advocates."

Baizana Insurance Brokers was started by John's father, Jack, in 1981. The company met early success, servicing local families with their home and auto insurance needs. When John joined the company in 1991, he expanded the products and services to include commercial insurance.

According to Baizana, the growth and success of the company can be attributed to the team at Baizana Insurance Brokers who have successfully developed longterm client relationships. When asked to describe the brokerage in one word, without hesitation Baizana stated "Integrity. We put our clients best interests at the forefront of our business."

The formula is working.

Part of the integrity formula for Baizana Insurance Brokers is getting to know each client, forming solid relationships and understanding the needs and priorities of each client. This allows Baizana to customize the coverage plan for each individual, family, or business rather than limit the client to one company's pre-determined plans.

"Every client is different, and every business is different," said Baizana. "When we are customizing an insurance program for our

clients, being able to provide options is important. Each client, whether they are an individual or a business, will have different priorities. We could have ten clients come in and they will have ten different sets of needs."

The integrity and commitment to their customers reaches beyond the walls of the Baizana building on Greenbank Road. John has been involved with both the Barrhaven BIA and the Nepean Chamber of Commerce. On a more personal level, his passion for the community spills out into projects like the annual Barrhaven Run for Roger's House. John co-founded the run with Rob Raistrick of Barrhaven Source for Sports, and it has given Baizana an excellent outlet to give back to the community he lives and works in.

"From a business standpoint, the community has given us so much, and we wanted to do something special to give back to the community," he said. "The Barrhaven Run for Roger's House has quickly grown into a big event. In the weeks leading up to it, organizing the Run has become a fulltime job on its own. The success of this event for Roger's House and for Barrhaven make it a very rewarding experience."

Baizana toured Roger's House before the run with his wife, Alison, and their daughter, Keeley. Although it was not his first time there, he said he was still amazed at how special Roger's House is and the important role it plays in the lives of so many families.

While his daughter, Keeley, may only be six, Baizana is unsure if she will be following in the family footsteps into the insurance world.

"She wants to be a ballerina, teacher or an astronaut," he said. And if they had space insurance for astronauts, Baizana would be just the guy to find it!

Baizana Insurance



Jeffrey Morris photo

John Baizana, left, of Baizana Insurance Brokers joined Rob Raistrick, right, of Barrhaven Source for Sports, to create the Barrhaven Run for Roger's House. This year's second annual run raised \$15,000. Baizana said the community has been great to his business, and that the run gives him and his company a chance to give something back to the community.

Brokers, truly Barrhaven's Community Insurance Brokers is located at 806 Greenbank Road between Fallowfield and Larkin Drive. They have been in the building, which was the original Barrhaven Independent office, for two years. You can reach Baizana Insurance Brokers at 613-825-5575 or visit their website at www.BaizanaInsurance.com.