November 1, 2012

Re: Release of *Strengthening the Life MGA Distribution Channel*

Dear Stakeholders,

The Canadian Council of Insurance Regulators (CCIR) is pleased to announce adoption at the CCIR Fall meeting in September, 2012, of the finalized version of our life MGA position paper now retitled S*trengthening the Life MGA Distribution Channel*.

Agencies Regulation Committee (ARC) was pleased to note the general agreement amongst respondents to our consultation on the four recommendations and the *Best Practices for Insurer-MGA Relationships* principles attached in Appendix 1 of the paper. While some submissions noted additional points for ARC to consider in its ongoing work, given industry's positive response to the Position Paper, ARC decided to present the position paper to CCIR for adoption without amendment.

With this endorsement, the CCIR hopes and expects that the industry will adopt the best practices outlined in this paper. This may be done voluntarily through industry guidelines and codes of practice.

Depending on the industry response and on their specific legislation and public policy objectives, it will be up to policy-makers in each jurisdiction to determine what particular measures, if any, they may wish to introduce around the best practices, and in what manner, so that the regulatory goals of fair treatment of consumers and compliance with the laws can be met.

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ARC would like to conclude this phase of its mandate by sharing the attached final report with all of the stakeholders who played an active and critical role in the consultation process.

On behalf of the CCIR and ARC, I would like to thank your organization for its valuable and beneficial contributions in completing this project.

Regards,

Carolyn Rogers

Chair, CCIR

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