



iClarify Live in British Columbia

For Immediate Release....Vancouver, BC – April 13, 2011 SCM Risk Management Services (RMS) is pleased to announce that iClarify services are now running live in British Columbia. More than 50 brokerages across the province took part in pilot testing, which started in November 2010 and continued through the first quarter of 2011. More than 150 BC brokerages have real-time access to the iClarify residential property validation service, significantly improving accuracy and driving efficiencies.

“We commend RMS for the thorough pilot testing they undertook before introducing this service industry-wide in BC. The pilot project allowed brokers with a range of business models to consult with RMS to ensure iClarify fully meets the specific needs of BC consumers and brokers,” said Chuck Byrne, Executive Director of the IBABC.

iClarify is a revolutionary validation tool that provides brokers and insurers with more residential property intelligence than ever before. The service utilizes a unique data combination derived from the largest repositories of total loss claims and inspection data nation-wide to generate 14 critical construction data elements. Geo-coded streetscape and satellite imagery allows brokers to now “see the risk”. In effect, brokers are provided with an accurate, streamlined approach to improving risk selection while also enhancing credibility and overall customer experience.

“We are very excited to have completed our launch in British Columbia, to expand our national roll-out of the iClarify Service in this province,” stated Greg McCutcheon, President of SCM Risk Management Services, “Our insurance company partners encourage and support our national expansion and we are thrilled to be live in the province.”

For more information on iClarify, please visit **www.icularify.ca**.



SCM Risk Management Services Inc. is Canada's largest and leading edge provider of inspection, loss control, appraisal/valuation services, risk management and other specialized risk consulting solutions. They are part of SCM Insurance Services, the largest privately owned provider of claims management, risk management and related services in Canada. For more information about RMS, please visit: www.scm-rms.ca Contact: info@icularify.ca



The Insurance Brokers Association of B.C. promotes its members as the premier distributors of insurance products and services in British Columbia. IBABC provides pre-licensing and continuing professional education for the general insurance brokers in B.C. and represents the interests of the public and its member brokers to government and to industry stakeholders. For more information about the IBABC, please visit: www.ibabc.org