APEXA

SIMPLY CONNECTED

CORPORATE PROFILE SET UP

Version 1.0

January 2020

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+ INTRODUCTION

WHAT IS APEXA?

APEXA is a centralized, standardized digital contracting and compliance solution connecting Canadian Advisors, MGAs, and Carriers.

APEXA brought together teams of experts from nine leading MGAs and Carriers, industry compliance professionals, and subject matter experts to form Canada's first industry-governed solution for advisor contracting and compliance.

You will receive an email from your MGA, inviting you to join APEXA. From there, you will follow a link to access APEXA online, and then you will complete your Advisor profile.

APEXA brings all of your data together in one powerful, integrated system and updates your information in real time. You're able to manage your personal information, licenses, E&O coverages and contracts.

CONTACTING APEXA

APEXA provides Advisor support for any questions that arise related to profile set up, APEXA navigation, or any other system-related inquiries. APEXA Advisor support is managed through a call centre, which can be accessed in one of two ways:

1) Call **1-855-294-2541**   2) Send an email to **support@apexa.ca**

The call centre is available in both English & French on business days within the following times:

8:00 AM - 8:00 PM ET for French language support;

8:00AM - 11:00 PM ET for English language support for calls or emails originating outside of Quebec; and

8:00AM - 8:00 PM ET for English language support calls or emails originating within Quebec

WHAT YOU'LL NEED

If you've received an invitation from your MGA to create your Corporate profile, you must first complete an Advisor profile.

Before you begin, make sure you have everything you'll need to create your APEXA Advisor profile:

- Your residential and business address history for the last 5 years
- A digital copy of your E&O Coverage certificate
- A digital copy of your provincial license(s)
- Information about the life insurance Carriers you have worked for in the past
- Your selling codes – you may need them to complete an identity verification step
- A digital copy of your banking information (e.g. void cheque) – optional
- A digital copy of your standard Disclosure Statement regarding managing conflicts of interest
- A digital copy of your needs-based sales practice template

A note about digital copies:

- Acceptable file formats include: PDF, MS Word, JPG, PNG, TIFF and BMP
- For licenses, you can also use a screen capture from a provincial licensing body website

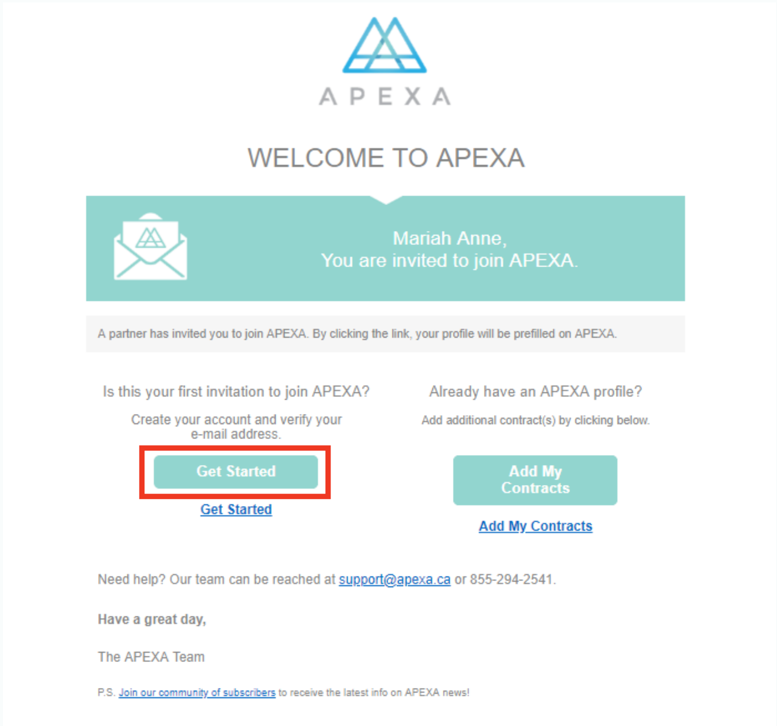
As a responsible for a corporation, you'll also need:

- Your company's date of incorporation
- A digital copy of your Articles of Incorporation
- A digital copy of your corporate E&O Coverage (if different from your personal E&O)
- A digital copy of your corporate provincial license(s)
- A list of your shareholder(s), including email address(es) and ownership percentage

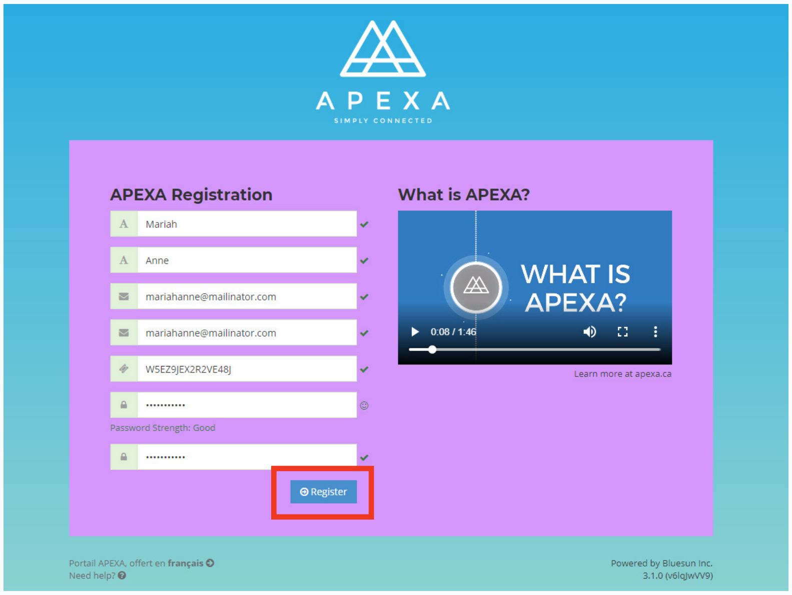
+ REGISTERING YOUR ACCOUNT

APEXA account creation is a two-step process:

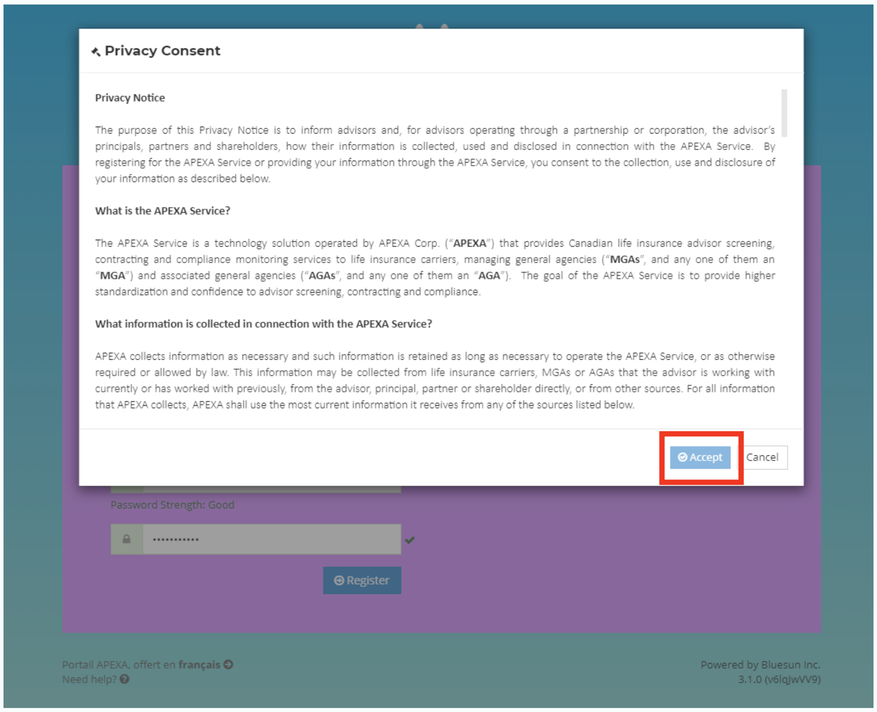
- When you receive your email invitation from your MGA, click on **Get Started** to begin your registration process.



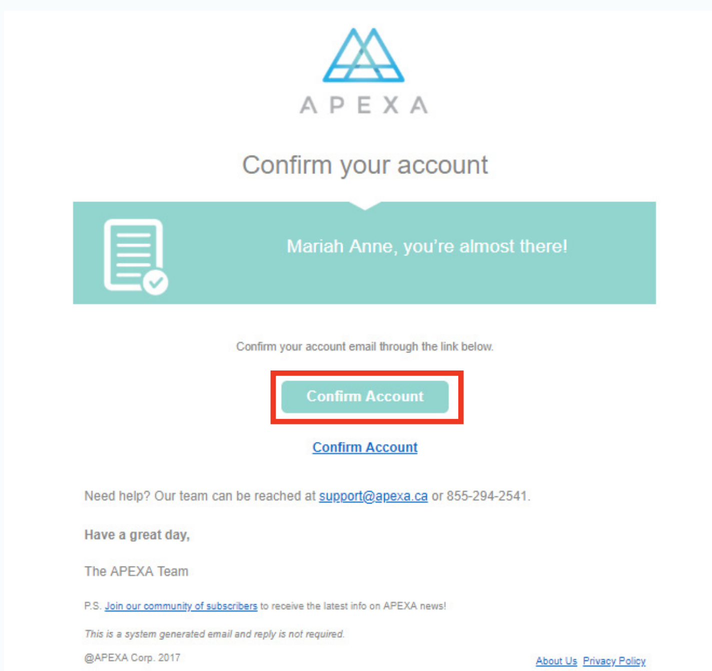
- You will then complete the registration form to create your account, including your name, email address, and a password. Click **Register.**



A lightbox pop-up box containing a Privacy Consent form will appear. Please read this form carefully. Once you have reviewed thoroughly, click **Accept**. The **Accept** button will become clickable once you have read (and scrolled through) the entirety of the terms.

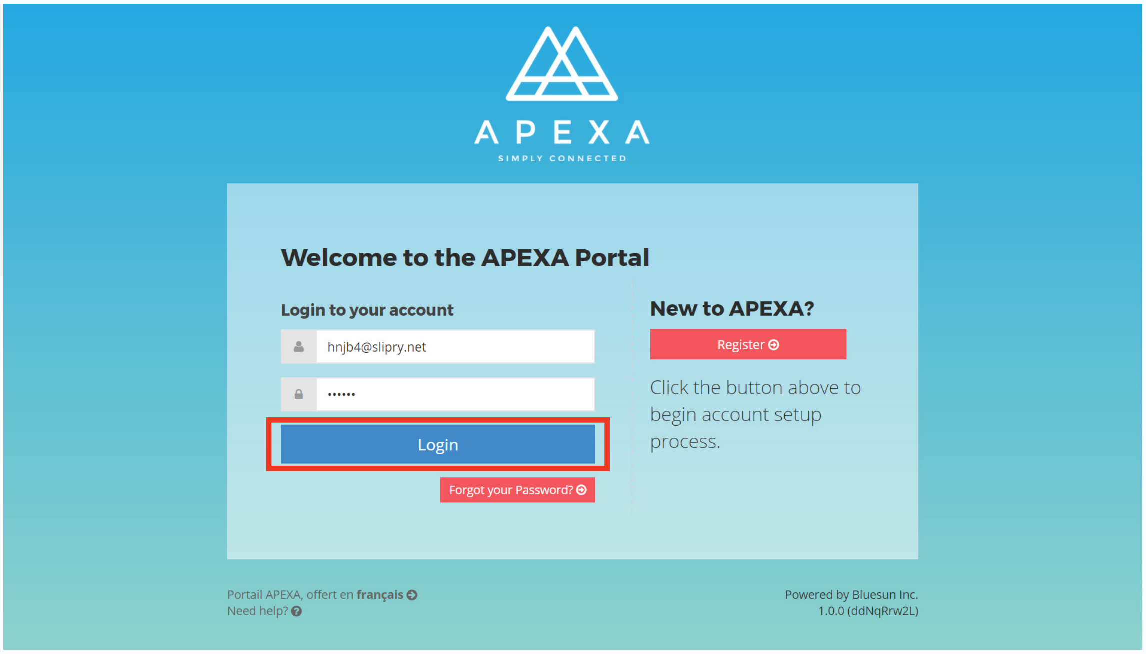


• You will be sent a confirmation email to verify your email address; click **Confirm Account** to validate your email address and begin the account setup process.

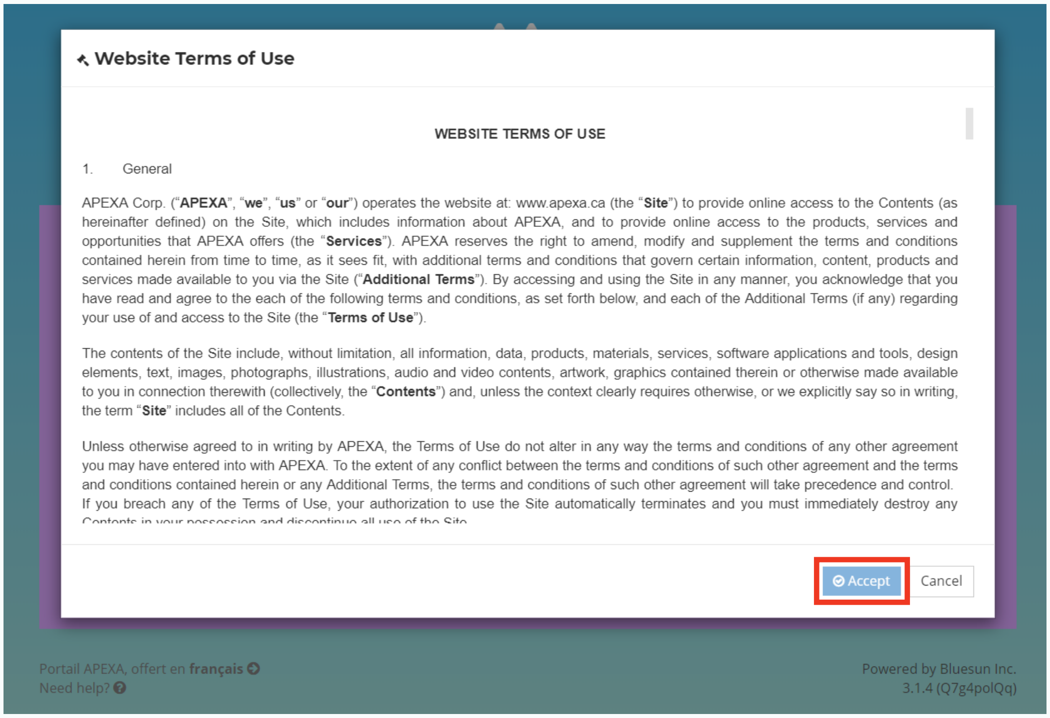


You can now proceed to log in to APEXA to set up your profile.

Ensure your account credentials are correct, and then click **Login.**



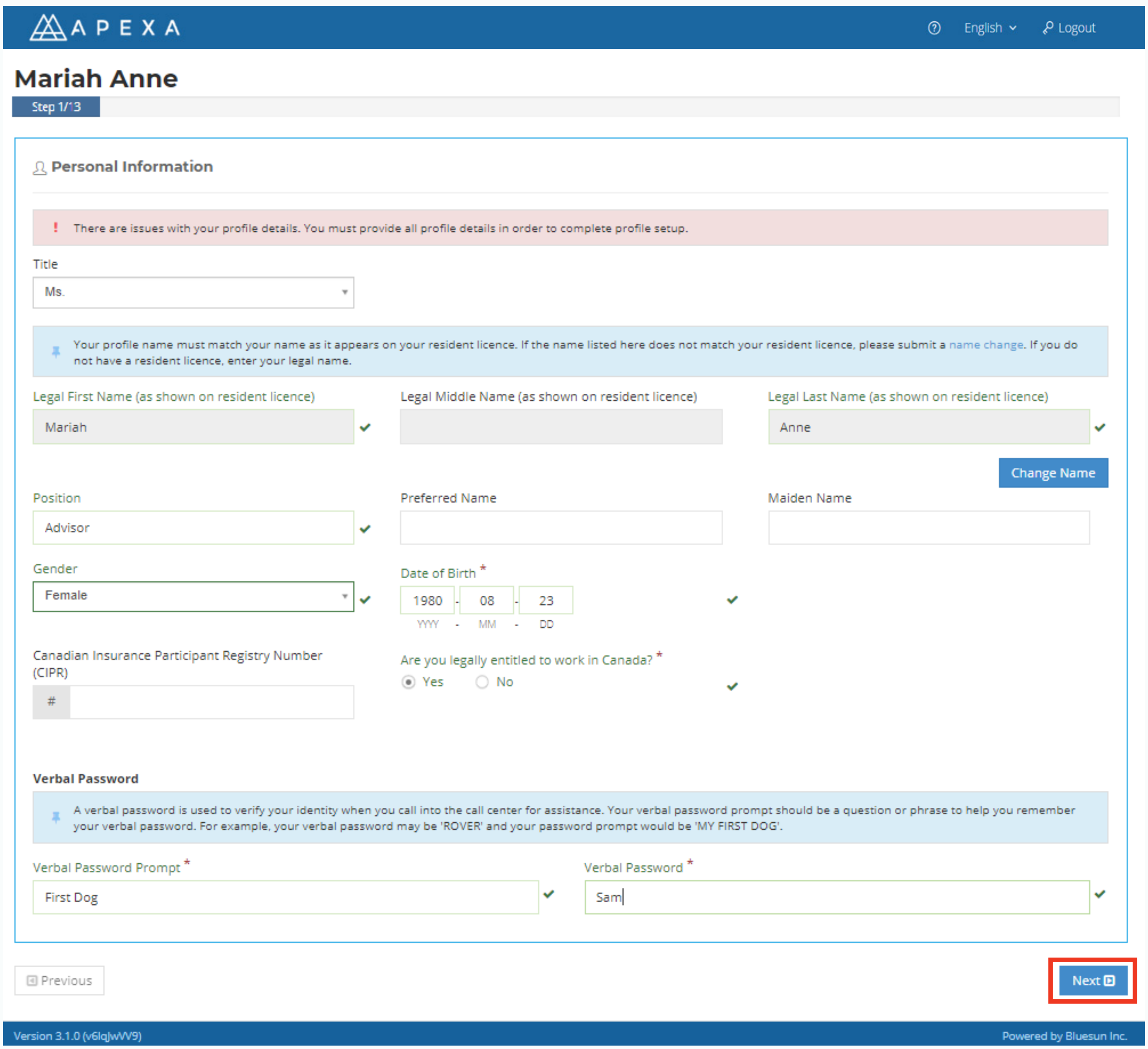
A pop-up box containing a WEBSITE TERMS OF USE form will appear. You must read and accept this in order to proceed with profile set up. The **Accept** button will become clickable once you have read (and scrolled through) the entirety of the terms.



+ PERSONAL INFORMATION

1) Complete all mandatory fields on this page: full name (as it appears on your resident license), date of birth, confirmation you are legally able to work in Canada, and select a verbal password (used for our call centre). All other fields are optional.

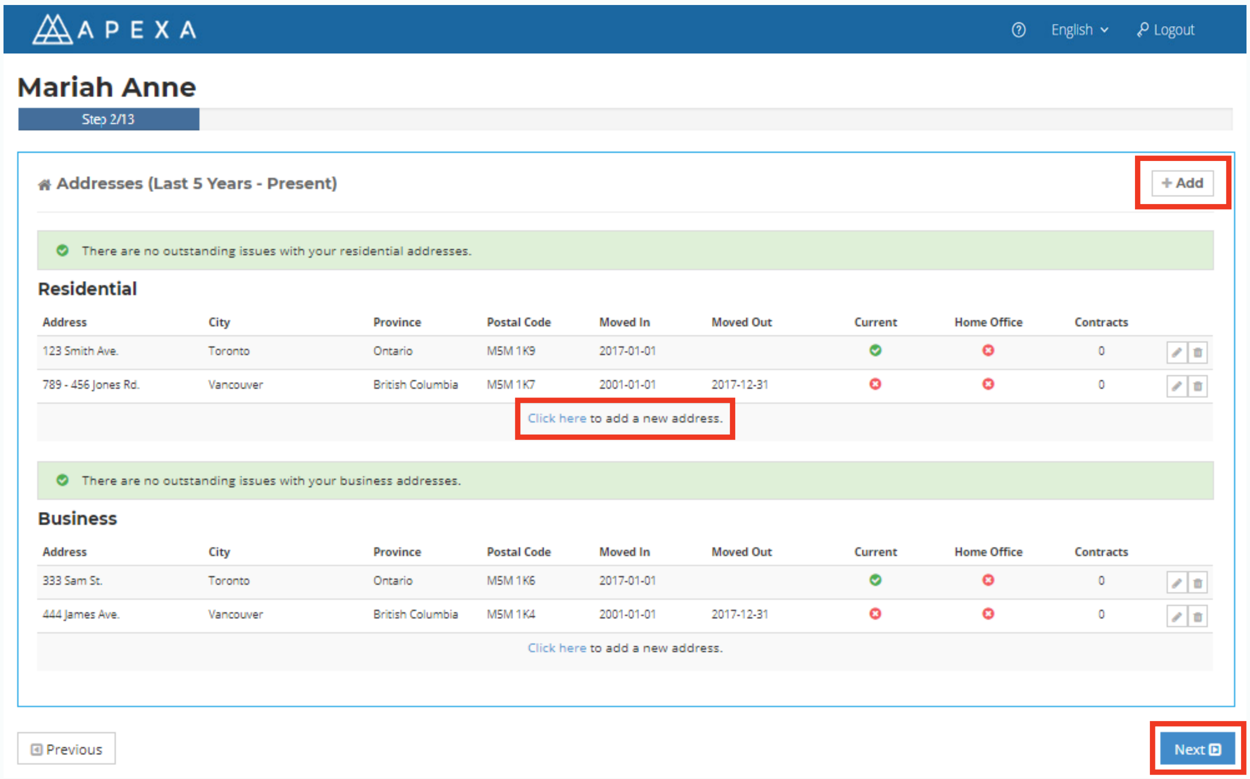
Next *NOTE: Throughout the APEXA profile set up, the* ***Next*** *button will become active once all mandatory fields are completed. If the* ***Next*** *button is unavailable, check for red warning banners that indicate what information is missing.*



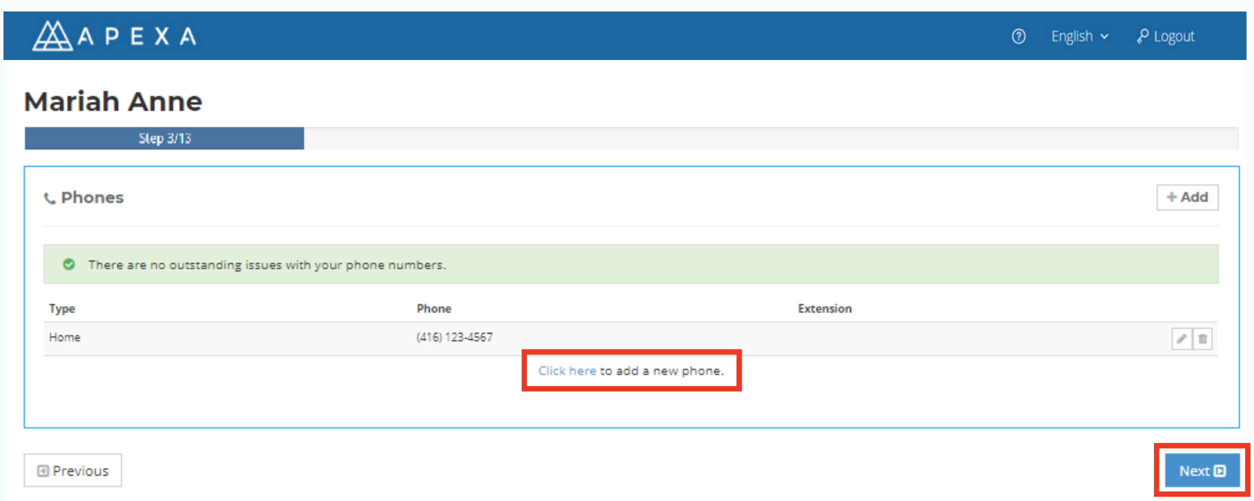
+ ADDRESSES & PHONE NUMBERS

2) Provide residential & business addresses for the last five years, including move in & move out dates.

NOTE: Navigation in the profile set up is consistent throughout, with both **Add and **Click Here** buttons available. Use either option to add new information.*



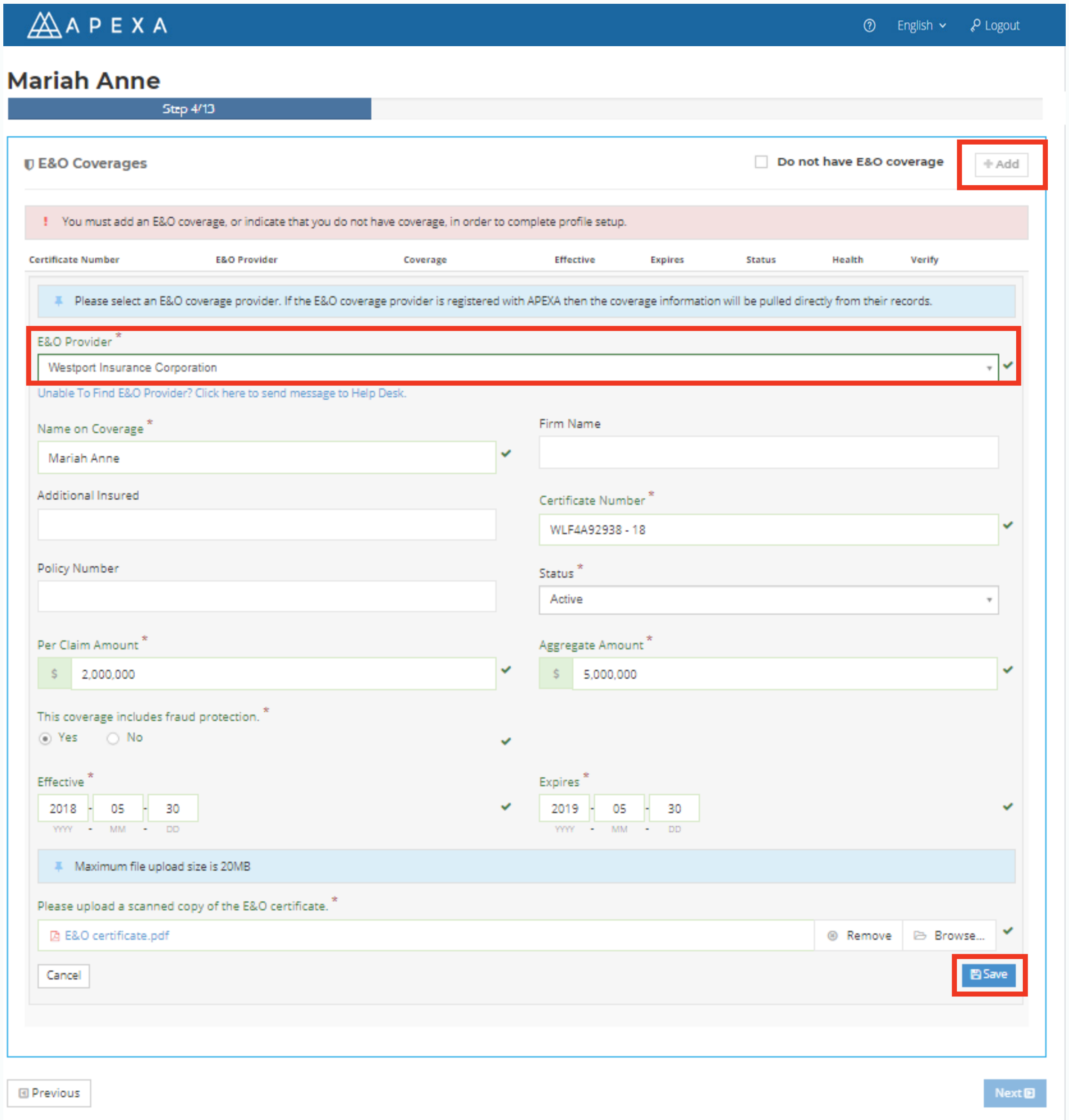
3) Provide at least one phone number.



+ E&O COVERAGES & LICENSES

4) The Errors and Omissions (E&O) coverage section is mandatory to complete profile set up.
   a. Select your E&O provider. Note that this is the **insurance company who underwrites your policy, not the broker who sold it to you.**
      i. If your E&O provider cannot be found, contact APEXA to have it added
   b. Complete all mandatory fields (marked with an asterisk and in red text). All information can be found on your E&O certificate.
   c. Upload a copy of the E&O certificate and click **Save.**

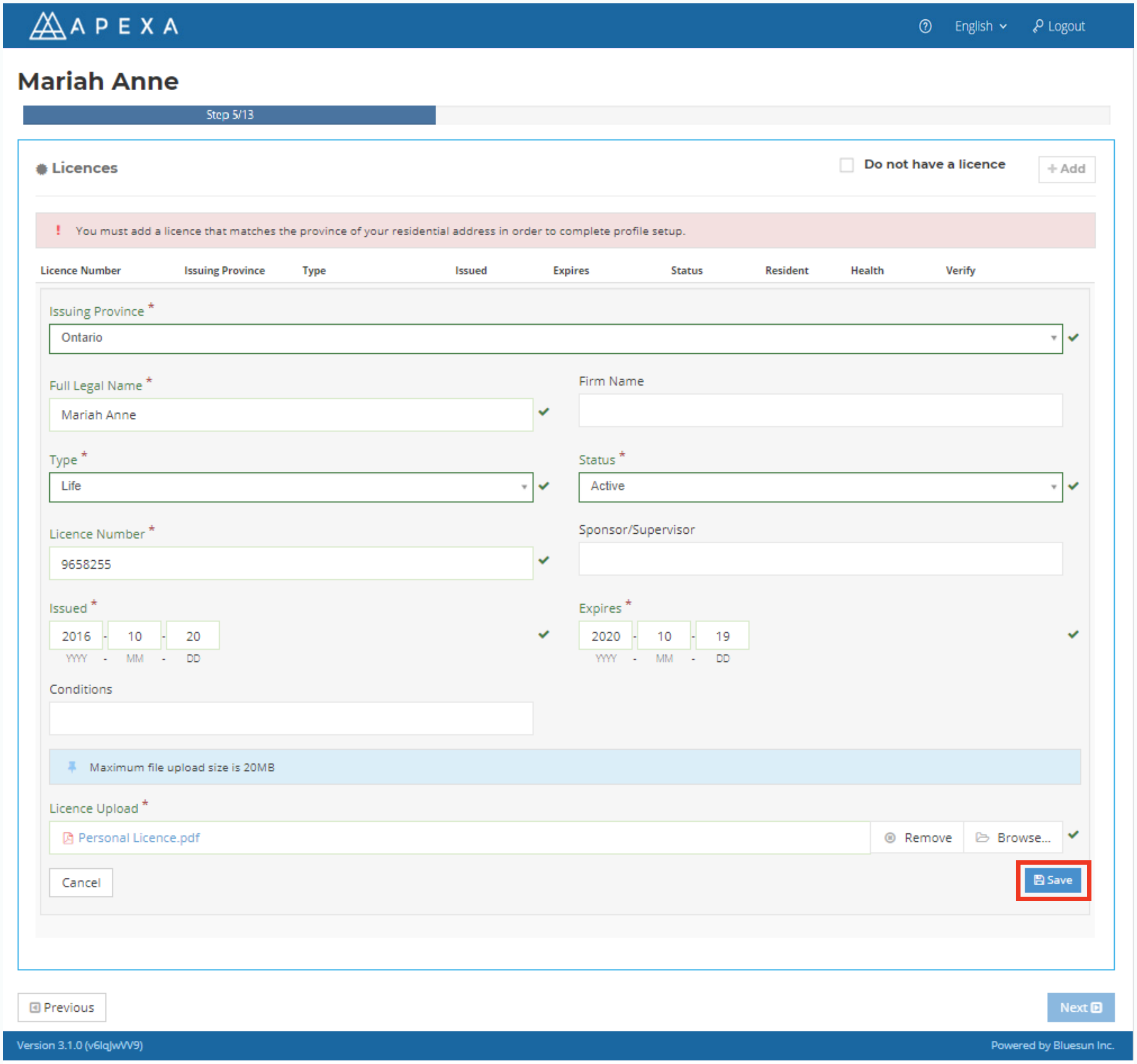
NOTE: If you are not yet licensed or are a shareholder of a corporation, you may indicate* **'Do Not Have E&O Coverage'.



5) Entering your resident license is mandatory for APEXA profile set up.

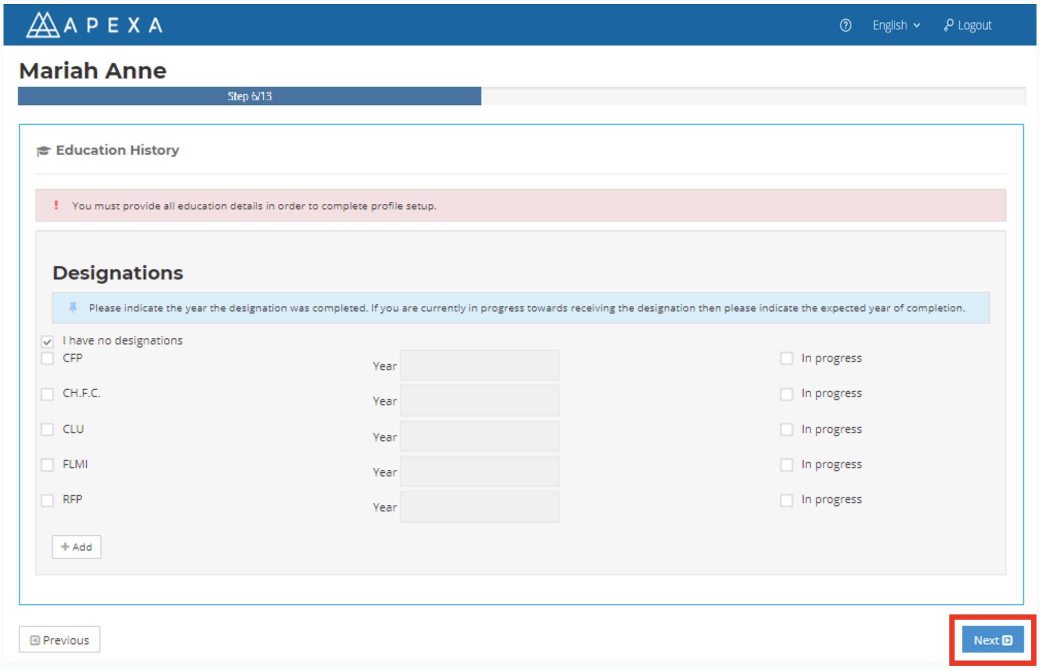
a. Complete all mandatory fields on this screen.

b. Upload a scanned copy of your license and click **Save.**



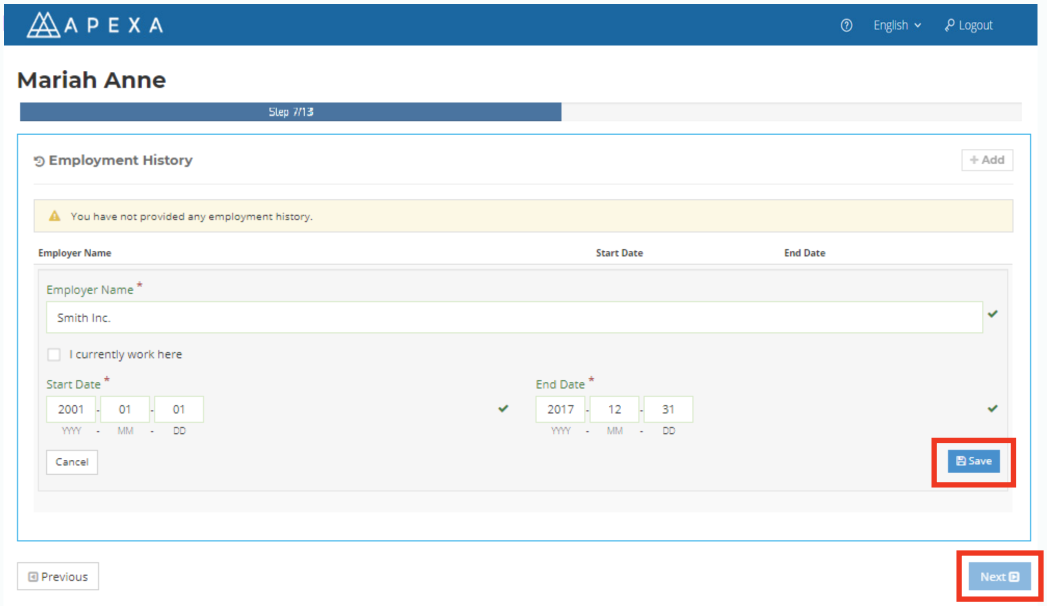
+ EDUCATION HISTORY

6) This screen will ask you for information about any designations that you hold or are working toward. When this is complete, click **Next**.



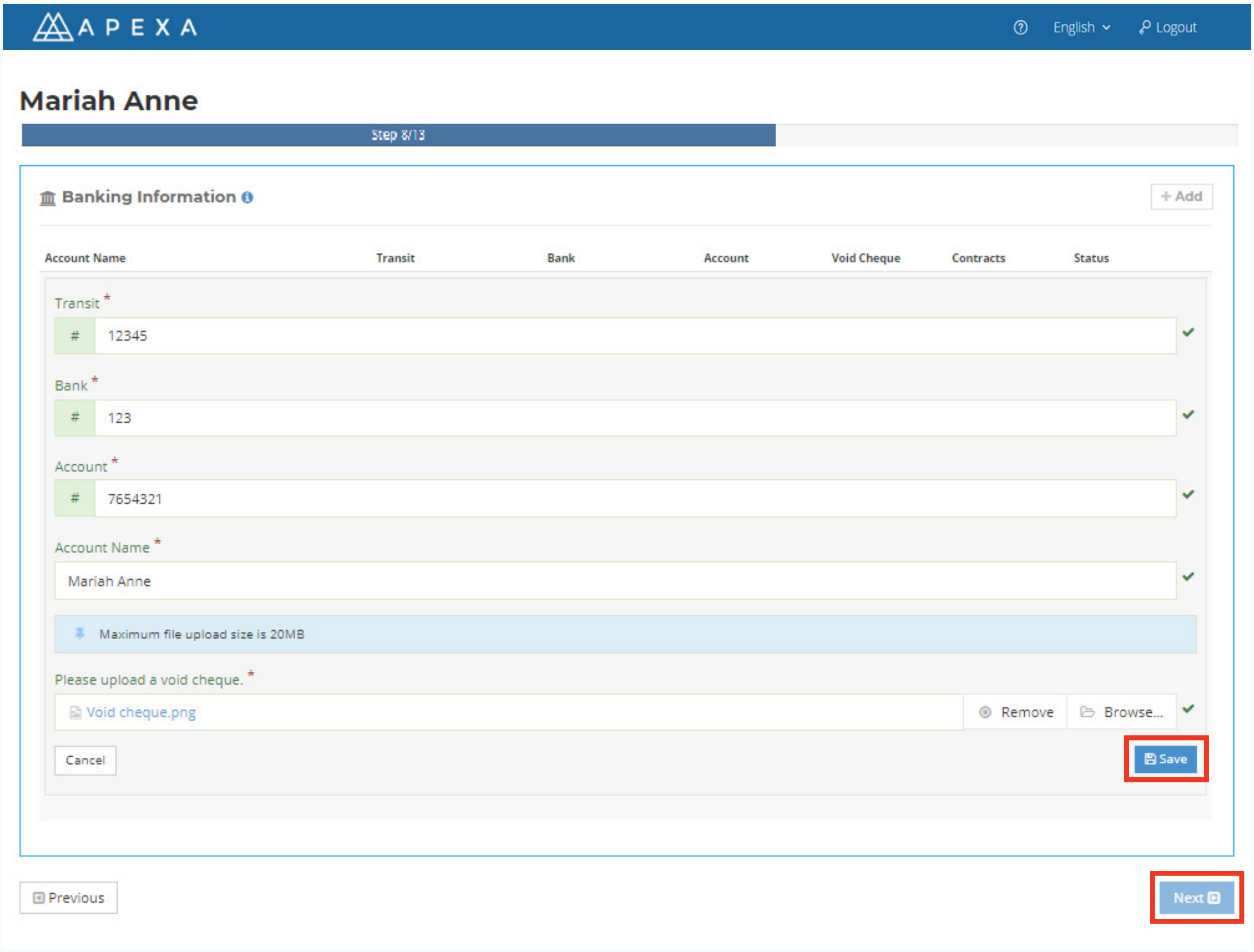
+ EMPLOYMENT HISTORY

7) This screen will ask you for information about your employment history. Click Add under the Employment History heading to add employment information for the past 5 years.



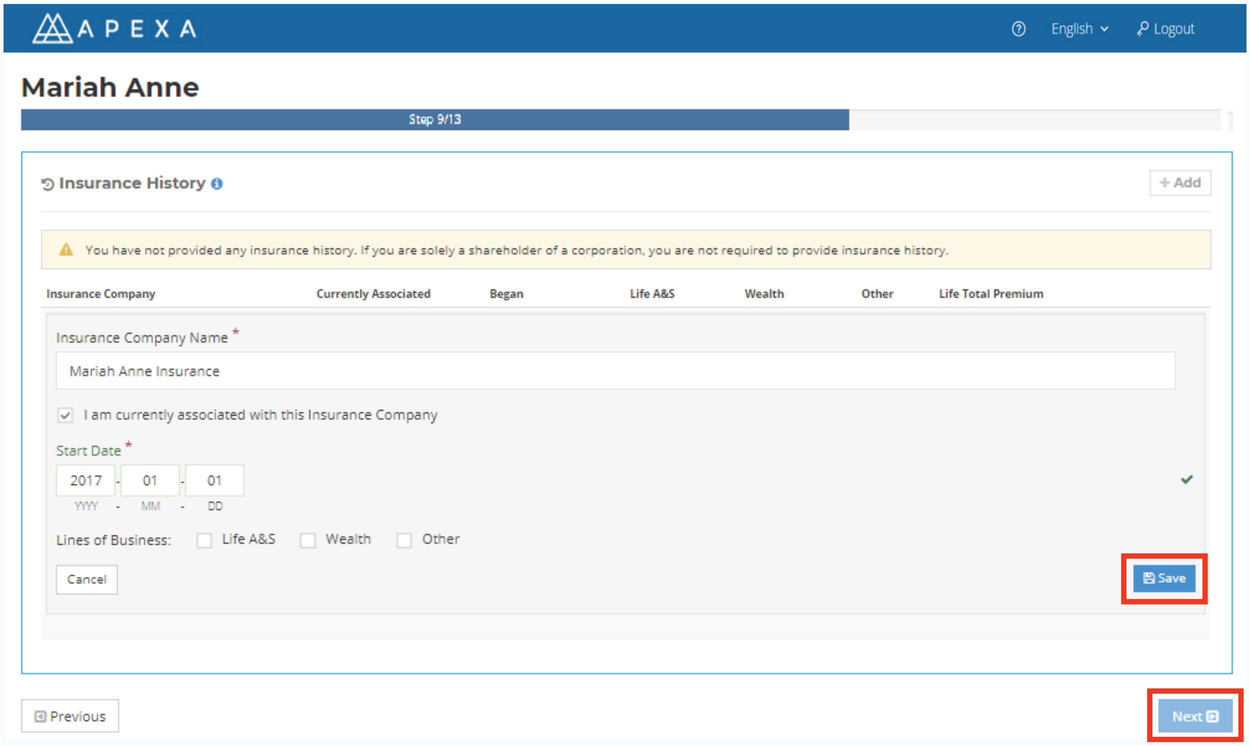
+ BANKING INFORMATION

8) Completing your banking information during profile set up is optional, however, it is required for contracting with a new party.
   a. Fill in your account name, account number, bank number, and transit number as per your void cheque.
   b. Upload a copy of your void cheque.



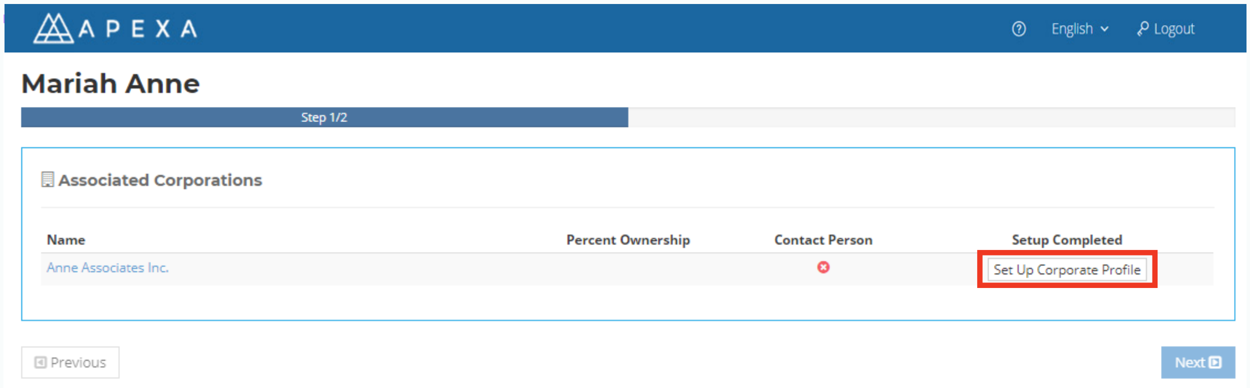
+ INSURANCE HISTORY

9) **Insurance history is mandatory for profile set up.** If you are a new Advisor or a shareholder of a corporation, you do not need to complete this section.
   a. Add all insurance companies with whom you have worked, along with approximate written premium, start date, and lines of business.



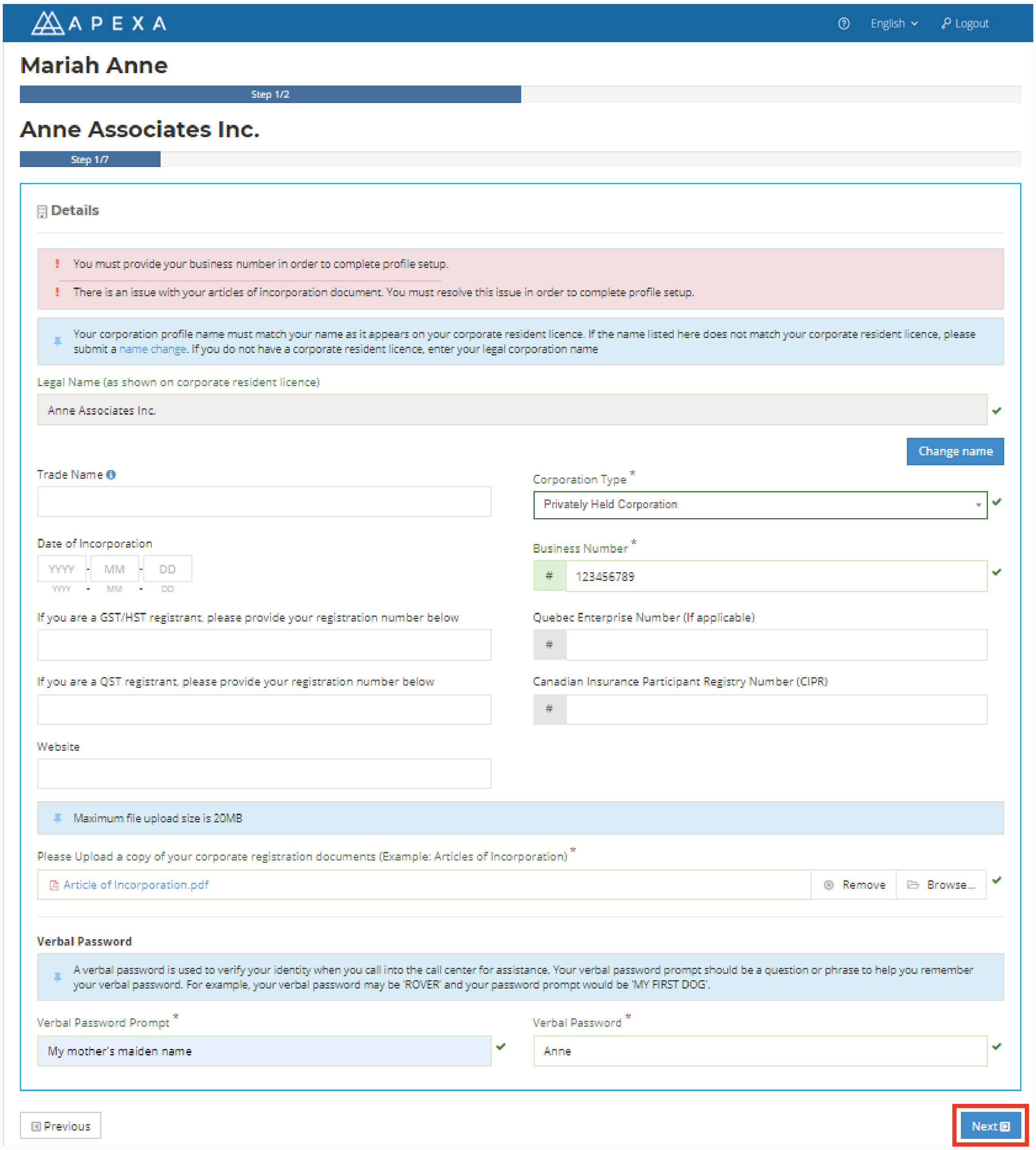
+ ASSOCIATED CORPORATIONS

10) As the representative of your corporation, you will now be asked to set up your corporate profile.
   a. Click on **Set up Corporate Profile**



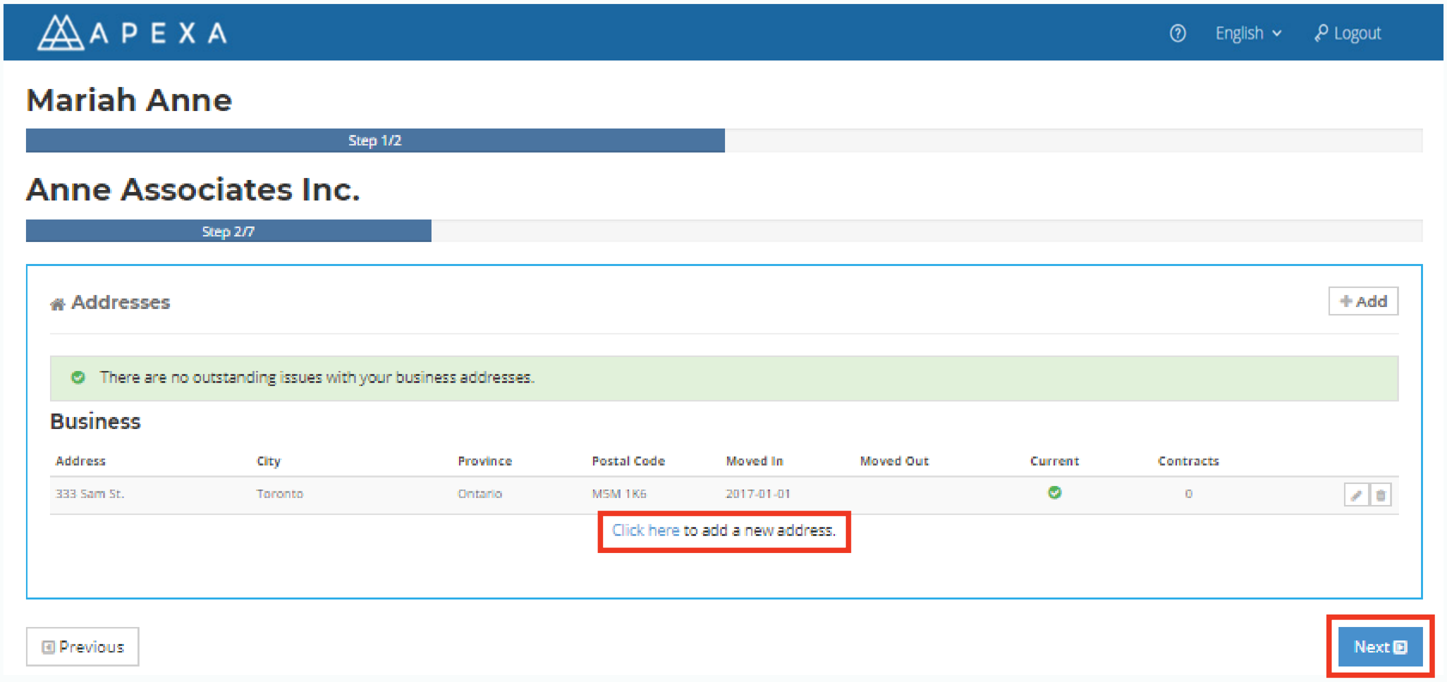
+ CORPORATION INFORMATION

A. Complete all mandatory fields on this page: **Corporation Type, Business Number.** All other fields are optional. You'll also be asked to upload a scanned copy of your corporate registration documents.

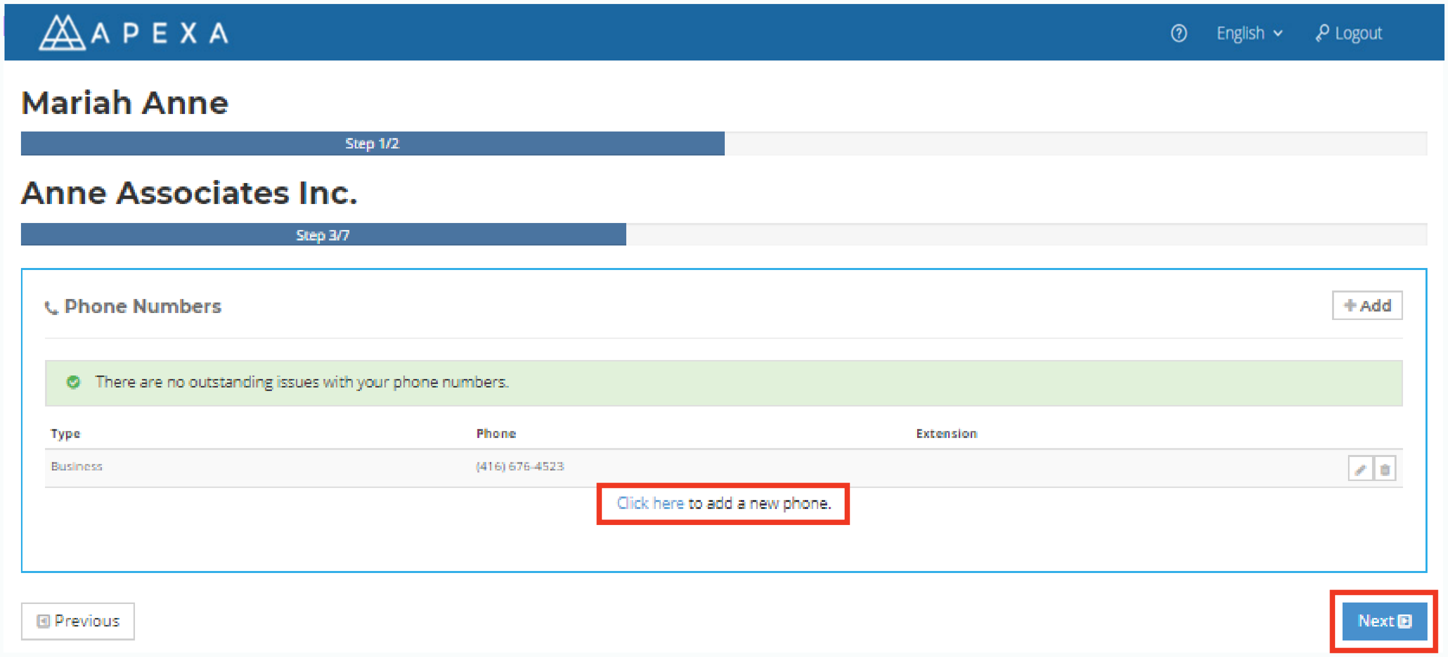


+ ADDRESSES AND PHONE NUMBERS

B. Provide your corporate addresses for the last five years, including move in and move out dates.



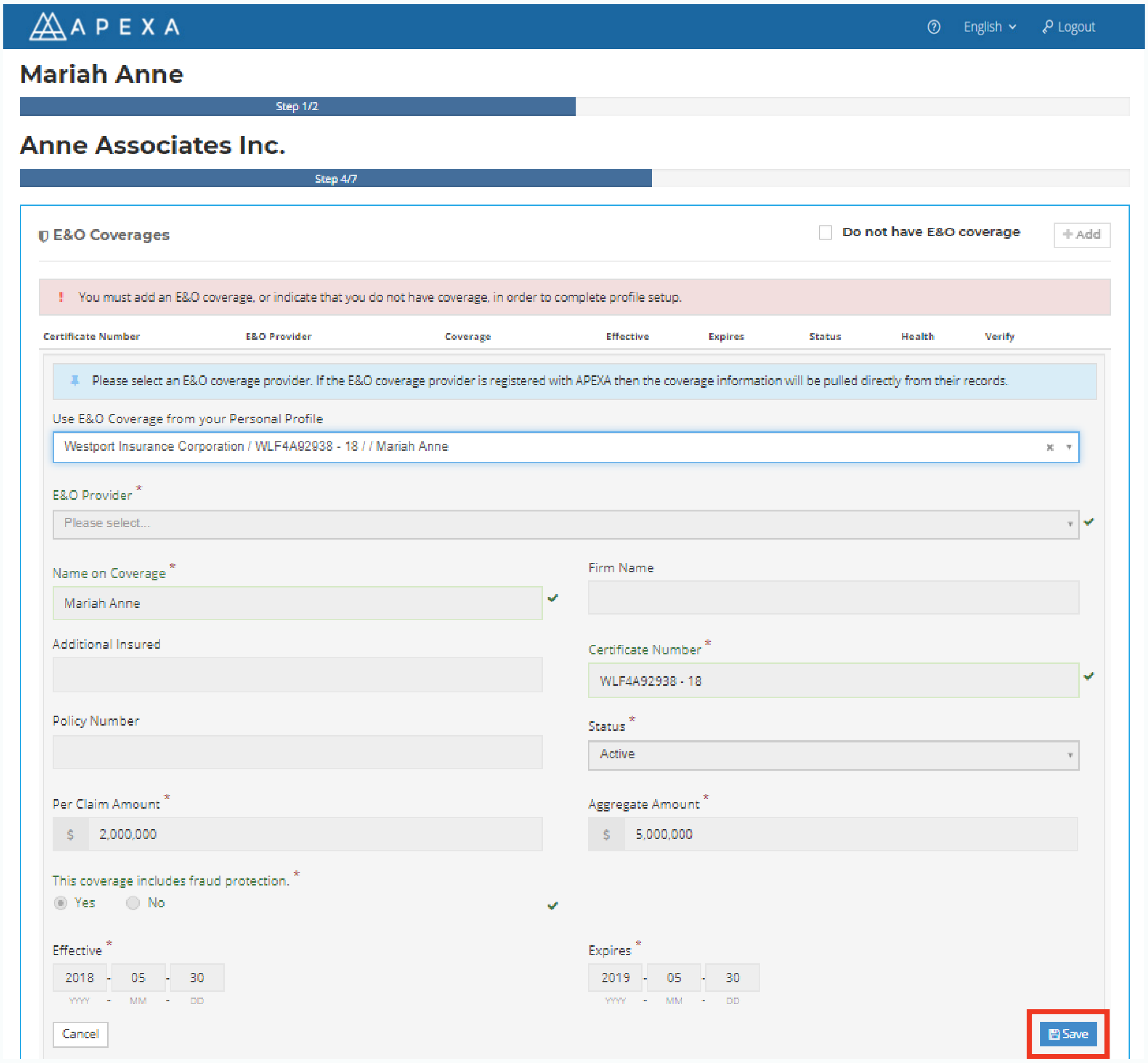
C. Provide at least one phone number.



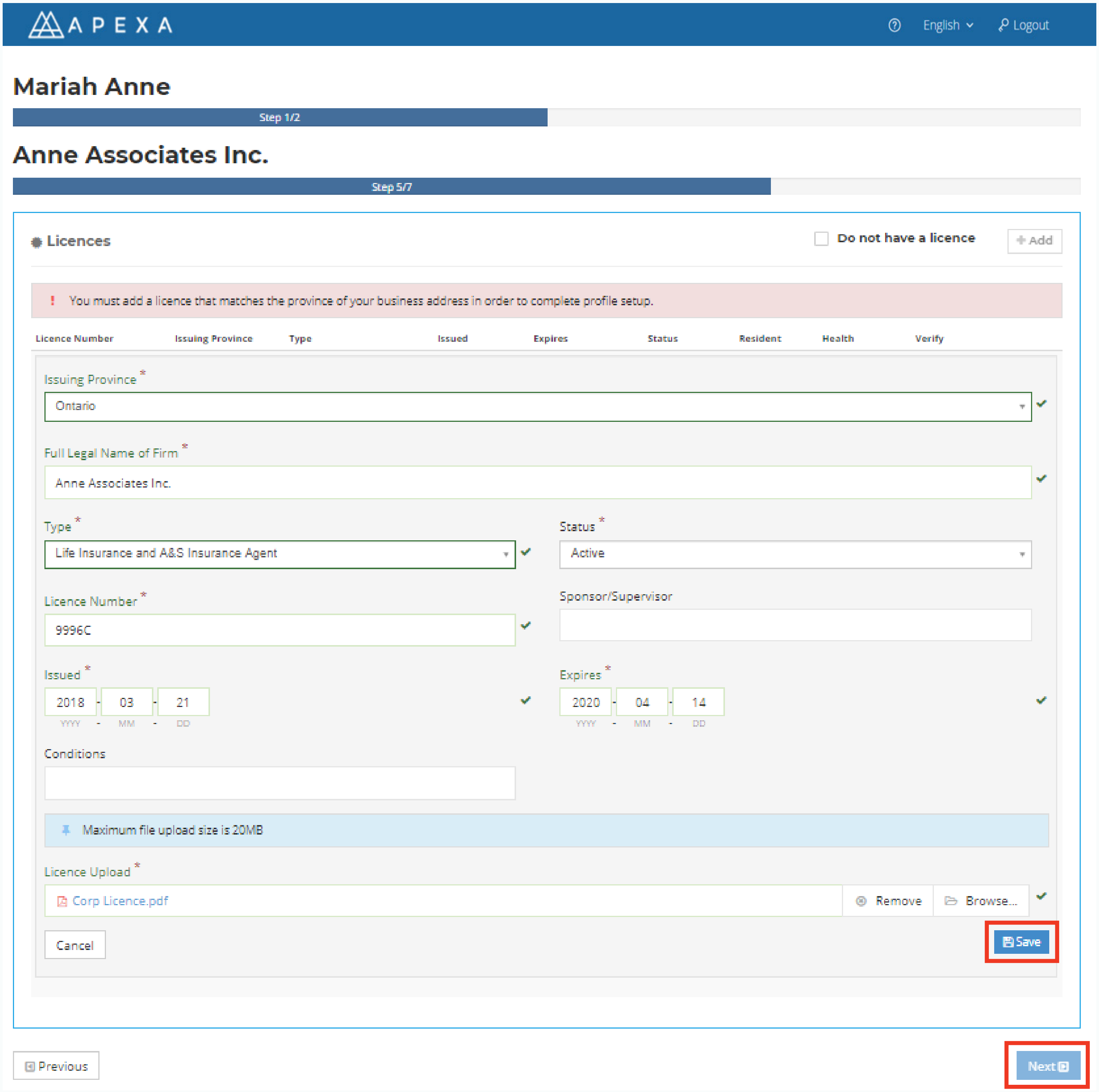
+ E&O COVERAGES & LICENSES

D. The E&O coverages section is mandatory to complete your corporate profile set up.
   a. You can use the E&O certificate you've uploaded to your Advisor profile by selecting it under the **Use E&O Coverage from your Personal Profile** dropdown menu.
   b. If a different E&O certificate is associated to your corporation, use the dropdown menu to select your E&O coverage provider. If your E&O provider cannot be found, contact APEXA to have it added.
      i. Complete all mandatory fields (marked with an asterisk and in red text). All information can be found on your E&O certificate.
      ii. Upload a copy of the E&O certificate and click Save.

E. Entering your corporation license is mandatory for APEXA Corporate profile set up.
   a. Complete all mandatory fields on this screen.



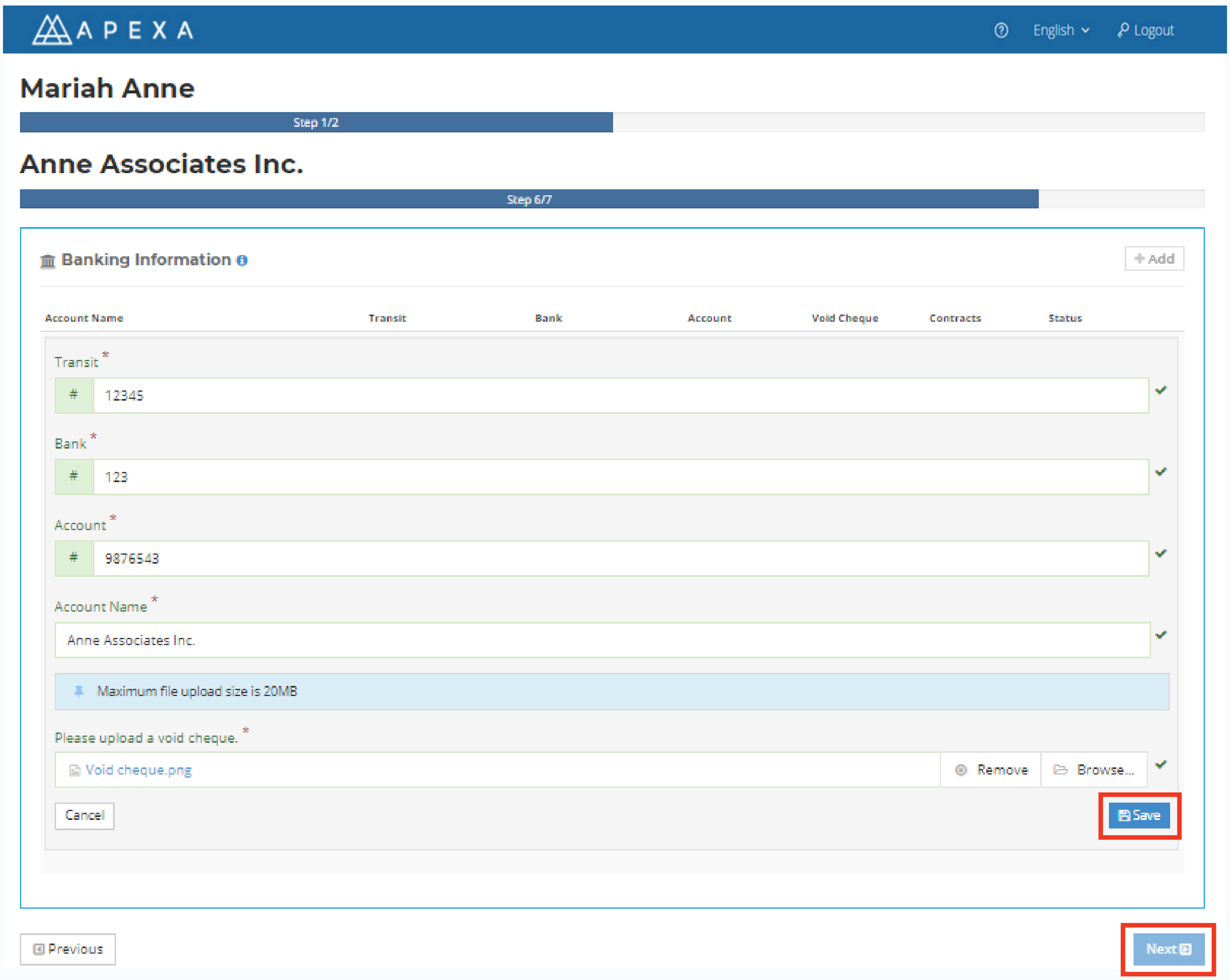
b. Upload a scanned copy of your licence and click **Save**.



+ BANKING INFORMATION

F. Completing your banking information during Corporate profile set up is optional, however, it is required for contracting with a new party. You have the option to add banking information for both your Advisor and Corporation profile set up

   a. Complete account name, account number, bank number, and transit number as per your void cheque.
   b. Upload a copy of your void cheque.

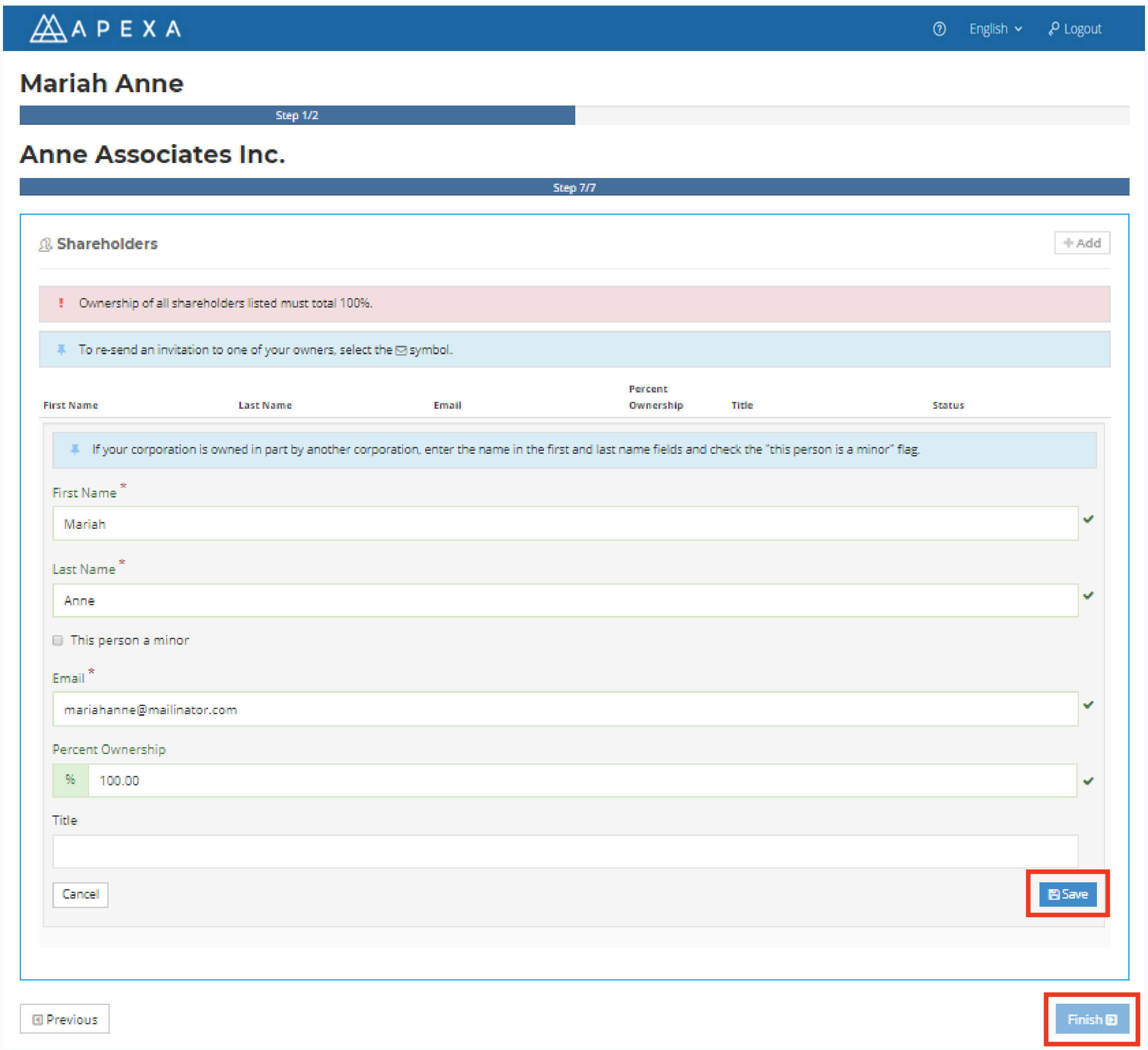


+ SHAREHOLDERS

G. Documenting shareholders of your corporation is mandatory for APEXA Corporate profile set up. Ownership of all shareholders listed must total 100%. Note that shareholders who own 20% or more of a corporation must complete an APEXA Advisor profile.

   a. Complete all mandatory fields on this screen and click **Save**.

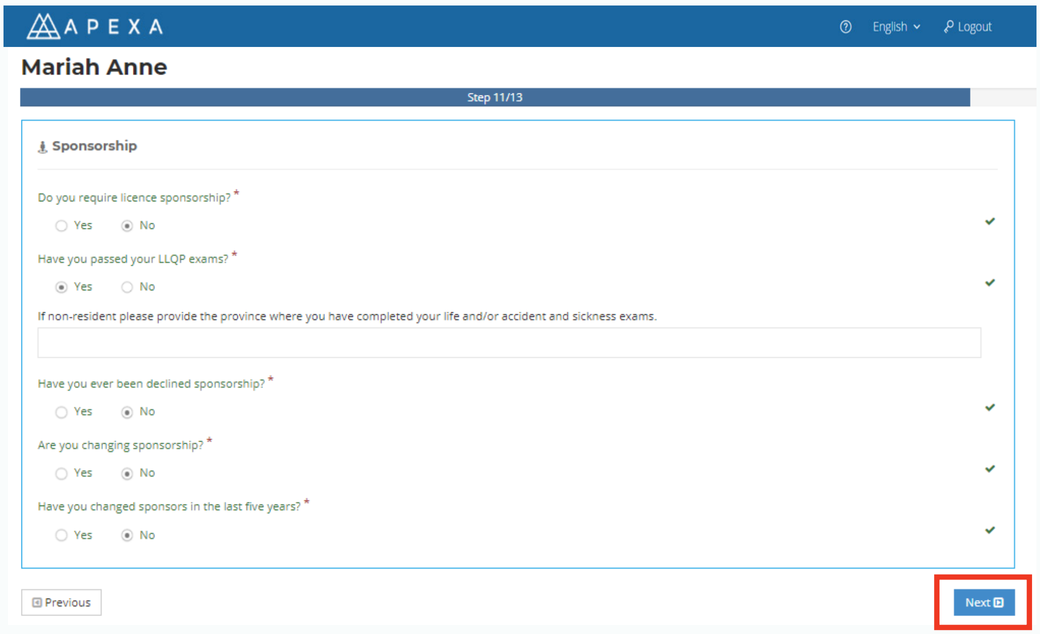
   b. Once all owners are documented, press **Finish**.



Your APEXA Corporate profile is now complete. You will be asked to finalize your Advisor profile.

+ SPONSORSHIP

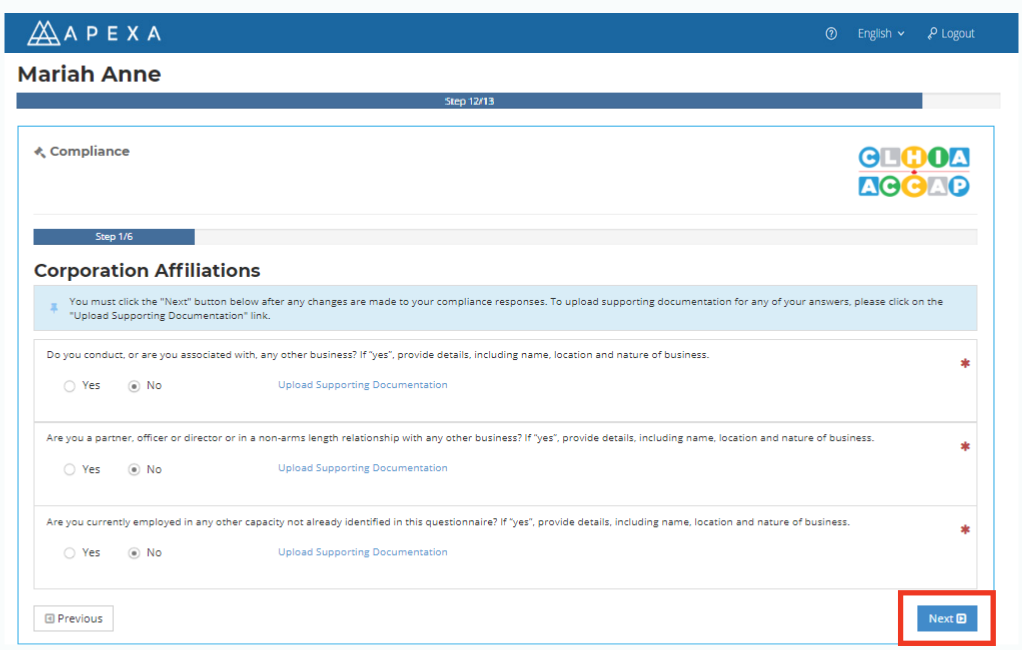
11) Respond to all questions regarding sponsorship in order to proceed with profile set up.



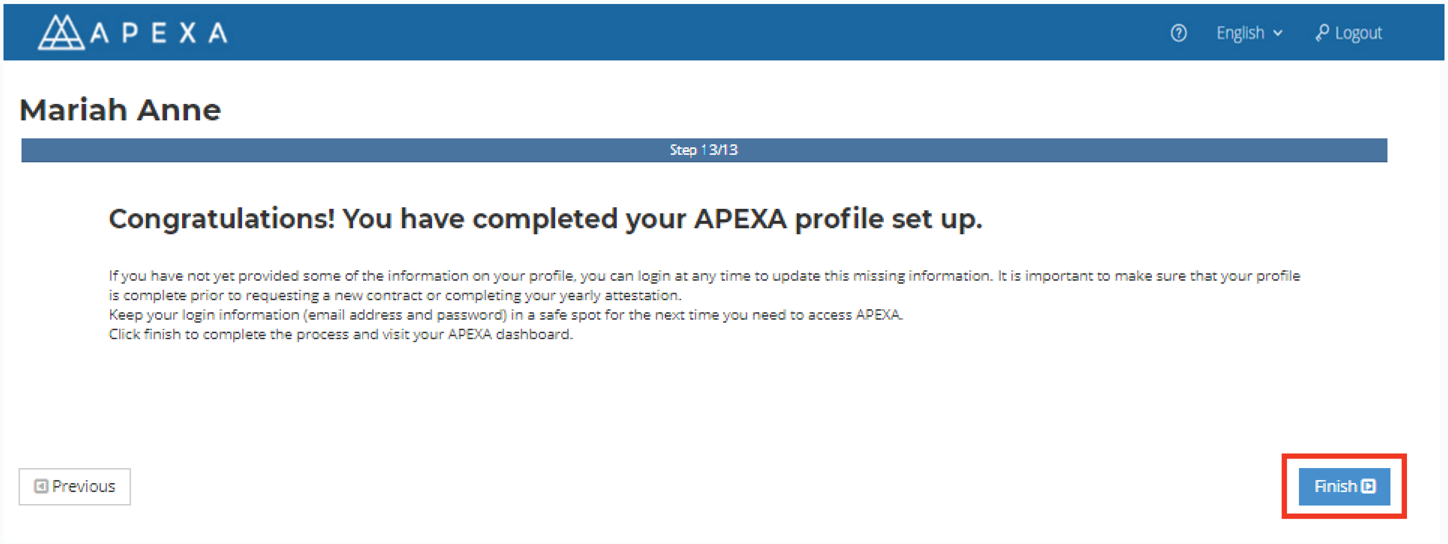
+ COMPLIANCE

12) The remainder of the individual profile set up is the **CLHIA Advisor Screening Questionnaire.** It is mandatory to answer all questions.

a. Complete each question in the next six screens, and upload supporting documentation as needed.



13) Congratulations! You have completed your APEXA profile set up. After you click **Finish**, you will be redirected to the APEXA Dashboard.



+ GLOSSARY OF TERMS

Accepting Entity	In a contract transfer situation, this is the party to whom the Advisor is transferring (the party accepting the transfer).
Advisor	Individual who is licensed to sell insurance (Agent, Contractor, Broker, Producer).
Agreement	This is the (once physical) signable document that passes between parties to create the contract.
APEXA ID	This is the unique (to APEXA) identifier for a Corporation or an Advisor.
APEXA Portal	The term used to describe the APEXA system, less the In-Trust database.
Application ID	This is the unique (to APEXA) identifier for a contract.
Attestation	Attestation Annual process whereby an Advisor is required to verify and update their APEXA profile. Each Advisor has their own annual period during which they must perform attestation. This process creates a snapshot of the Advisor's profile, which must be signed by the Advisor.
Background Check	A criminal record check performed by a third party vendor, SterlingBackcheck.
Carrier	Insurance Company
CIPR	Canadian Insurance Participant Registry
Contract	This is the relationship between parties within APEXA.
Contract Codes	The unifying term for all codes (of any type) applied to a contract.
Corporation	A non-billable business formed by or employing one or more Advisors.
Credit Check	A credit check performed by third party vendor, Equifax Canada.
Disciplinary Action	Records of proceedings or decisions made by Provincial regulators, MFDA or IIROC related to Advisor conduct.
Direct Contract	A contractual relationship between the Advisor and Carrier, without any intermediaries in the contracting chain.
Document	A read-only file included in a package to be downloaded, read and accepted by parties within the contract.
E&O Coverage	E&O Coverage Errors and Omissions Insurance Coverage

FundServ Code	FundServ Code Fundserv is the code registrar for the Canadian mutual find industry. Codes are used to identify your company through the life of a transaction, whether placed on Fundserv or manually outside of the network.
Industry Debt	Commission-related debt which has been accumulated by an Advisor and is owed to their MGA or Carrier Partner, and where recovery attempts have already been made.
MGA	Managing General Agency; holds at least one direct brokerage contract with a Carrier.
Monitoring	"Monitoring" is an on-going process to be carried out by MGAs and Carriers for managing identified risks and identifying additional risks in Advisors.
Onboarding	Process whereby Advisors create their account and populate their initial profile
Package	A set made up of agreements, documents and/or requirements passed between parties in the system to establish contracts, gather additional information, or facilitate contract transfers.
Partner Organization	A billable Corporation that has partnered with APEXA and is granted additional functionality.
Primary Party	This refers to the owner of a contract – the top party in the contracting chain.
Relinquishing Entity	In a contract transfer situation, this is the party from whom the Advisor is transferring (the party relinquishing the transfer).
Selling Code	Unique Code associated with each contract. It is typically recorded on each insurance application by the contractor.
Token	APEXA- generated artifact for attributing ownership of legacy contracts to an Advisor.