

**New Insurance Application for  
General Operating Agents and Adjuster Designated Representatives  
Effective February 1, 2015**

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The Insurance Council of Manitoba (ICM) has adopted a new streamlined three-page General Operating Agent and Adjuster Designated Representative (Corporate) application form which replaces the prior “*Application for Designated Representative / Corporate General Insurance Agent/Broker Licence*” and Level 5 Designated Representative “*Insurance Adjuster’s Application*”.

One application continues to be required in Manitoba when applying as the Operating Agent / Designated Representative for the agency or firm. The individual that is applying on this application form must be eligible to receive this level of licensing in Manitoba.

New questions, statements and declarations have been added to ensure as much required information as possible is provided to the ICM on initial application to avoid processing delays and reduce the need for follow up communication and clarification. In part, this is accomplished by:

- Providing the means to ensure the correct business name is outlined on the form reflecting the full legal name and/or trade name(s) in which the business and its licensees will present themselves to prospective clients and hold out to the public;
- Providing details regarding any additional occupation or other employment to the ICM with confirmation that the applicant will abide by the provisions of the [Conflict of Interest Guidelines for Additional Occupations](#);
- Ensuring that the applicant’s full employment history is complete and accurate with reasons for leaving being provided in a separate column;
- Ensuring the individual applying for the licence understands and acknowledges the duties as an Operating Agent or Designated Representative; and
- Providing a “Quick Checklist” to assist applicants in ensuring all relevant and required information and/or documentation is included with their application form.

The application is in effect immediately, and is now available on the ICM website under “[Printable Forms](#)” within the applicable class of insurance agent or adjuster licence. [**Form Number: (ICM-OA/DR-01-2015)**]. Existing Operating Agents or Designated Representatives are not required to submit a new application form unless they are amending their existing licence.

Prior applications will not be accepted after February 28, 2015. Replace any prior applications with the new version immediately to avoid confusion or delays.

Questions relating to this matter can be directed to [contactus@icm.mb.ca](mailto:contactus@icm.mb.ca).