



SENTINEL
FINANCIAL
GROUP

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Sentinel Group Continues to Grow with a New Acquisition

Saskatoon-based independent financial services provider Sentinel Group continues its growth trend as the company today announced its recent acquisition of ASF Advisory Group Inc, Saskatoon.

“This is a business that is based on trust and relationships. That not only applies to the relationships between advisors and clients but also on the business-to-business level. ASF have deep roots in the Prairies and impeccable reputation. We are incredibly proud to welcome them to the Sentinel team,” said Sentinel Group CEO Fred Wing.

Established in 1979, ASF Advisory Group Inc., founded by Joe LaPointe and his former partner Gary Skeates, was one of the first insurance brokerages in Canada. The LaPointe family, along with partner Lenard Cole, continued to lead the company. ASF is a managing general agency which has affiliated advisors in Saskatchewan, Manitoba, and Alberta.

“My husband and I built this business on the principles of integrity, trust and service. We believe in treating our advisors like family. We have always been focused on providing our advisors with a package of services catered to their clients’ needs rather than trying to sell ‘off the shelf’ products. We wanted to partner with a company that shared that philosophy and could help us expand the opportunities available for our advisors,” said ASF President, Jacquie LaPointe. Sentinel Group is most proud to continue to provide Joe and Marc LaPointe the ongoing back office service support for their clients and will ensure that their business and succession plan is completed with integrity and efficiency.

Just last fall, the Sentinel Group itself underwent a major reorganization as it participated in a friendly merger with Calgary-based Connect Financial.

“This is a good-news story for Sentinel, obviously, but also for our new partners and all of their advisors across Western Canada. Our growing strength in the financial services industry will help us provide greater prosperity and security for our advisors’ and their clients,” said Wing.