

Outlook 2026

# Private Client

Coverage With Intent: Aligning Wealth, Lifestyle and Risk Tolerance



# What to Expect in 2026

## **From Episodic Events to Everyday Decisions**

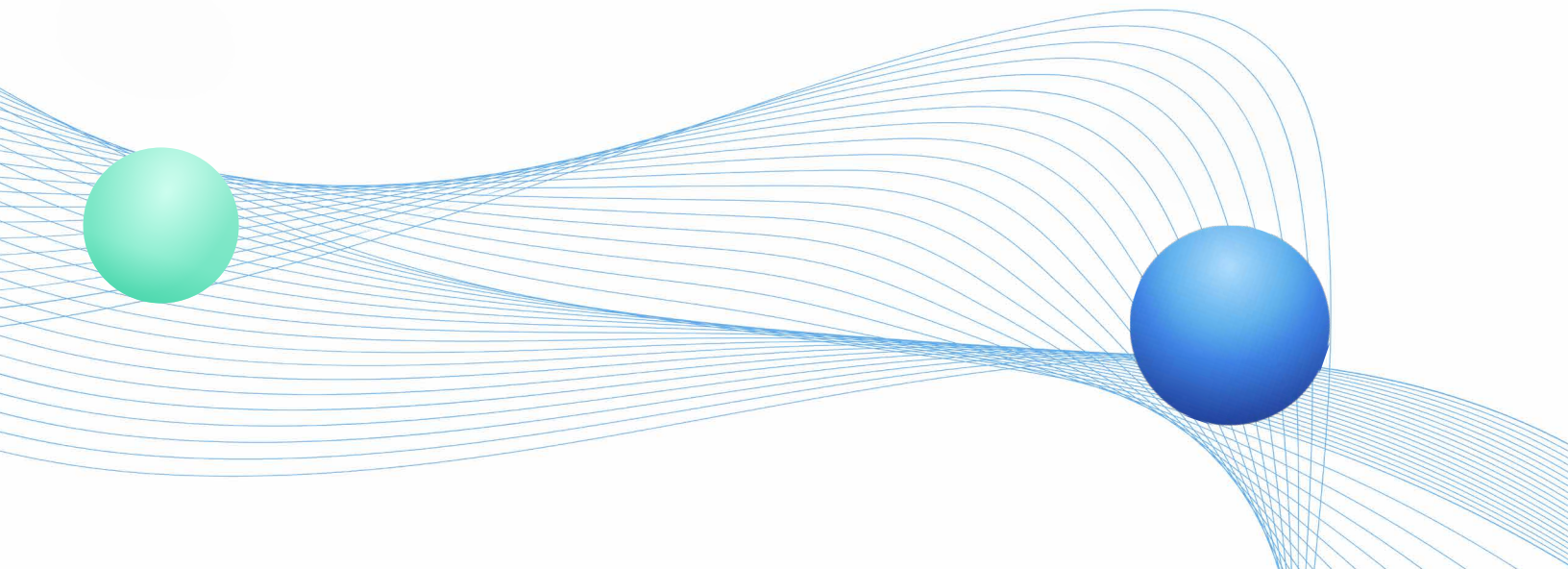
Risks that once felt rare or exceptional are now part of daily decision-making for affluent households. Markets shift overnight, weather events strain capacity, digital threats multiply and reputations can be challenged in an instant. This steady backdrop is reshaping choices about where to live, what to insure and how to protect family wealth. For households across the wealth spectrum, the new reality is that protection isn't simply about buying more policies. It's about achieving risk readiness — knowing what risks you're comfortable carrying and having the intentionality to measure them before the market measures them for you.

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*42% of HNW respondents rated economic volatility as having a high to very high impact on their wealth, up from 36% last year*

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Source: HUB International 2026 Outlook High-Net-Worth Survey



## Property Pressures

# A Market on Shaky Ground

Property risk remains the most visible stress point across Canada, with regions like British Columbia and Alberta feeling the impact of worsening wildfire seasons and earthquake exposure in B.C., the Pacific Coast and fault zones in Quebec adding another layer of complexity. While stronger building code requirements reflect the hazard, insurance coverage is increasingly difficult to secure in high-risk zones. Fewer than half of B.C. homeowners, and only about 7% of homeowners in Quebec, carry earthquake coverage.<sup>1</sup> Even in areas where uptake is greater, high deductibles leave many households under-protected.

Resilience measures are also under greater scrutiny, especially in wildfire-prone areas. Carriers are increasingly looking for evidence of defensible space, fire-resistant materials and access to water supplies. Securing these risk management steps are becoming a critical factor in determining both availability and terms of coverage.

Exposures are also coming from lifestyle choices. Renovations have become a defining trend, with a quarter of Canadian homeowners planning a renovation in 2025.<sup>2</sup> Historically, homeowners have not frequently consulted with insurance partners on renovations or updated policies

after large projects. Undisclosed renovations can trigger unexpected deductibles, reclassification into builder's risk and even denied claims.

These shifts make it more important than ever for affluent individuals to view property protection as a dynamic process rather than a one-time purchase. That means taking proactive steps — from updating coverage after renovations to installing wildfire, water or security protections — and documenting them through appraisals and inspections. Brokers can help households use these measures as leverage, ensuring carriers recognize the investment in resilience when negotiating terms.

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*63% of HNW respondents in Canada have struggled to secure adequate property insurance for their homes*

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1. Insurance Business "[Canada's earthquake risk exposes insurance protection gap: MyChoice](#)," August 27, 2025.
2. Financeit "[The 2024 Canadian Homeowner Renovation Report](#)," March 27, 2024.

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## Personalized Priorities: Tailoring Protection in 2026

**\$1-5M Net Worth:** Households in this range are increasingly looking to balance cost and coverage. Access to stable insurance markets and loss-prevention strategies can help preserve favorable terms.

**\$5-30M Net Worth:** This segment often feels market fluctuations more acutely. As premiums rise and capacity tightens, a deliberate risk management approach becomes their strategic advantage. Demonstrating resilience — through wildfire mitigation, water detection or robust cyber practices, for example — can reduce exposure and help maintain leverage with carriers.

**\$30M+ Net Worth:** Ultra-wealthy households continue to build and acquire despite volatility. This segment should focus on resilience — wildfire defenses, water detection, digital security — and on protecting reputation as much as property.

## Digital and Social Exposures

# A Growing Protection Gap

Since 2021, Canadians have reported losses of over \$2 billion to fraud.<sup>3</sup> Basic identity theft protection or homeowner policy endorsements are no longer sufficient to cover the impact of today's financial scams, extortion or crypto losses. High-net-worth household cyber policies should now replicate those of businesses — with forensic investigation, legal support, crisis PR and restitution included as part of the response. Market capacity for these standalone policies is strong and ready to be treated as a baseline for wealth protection.

The risks also extend beyond financial loss. Social media missteps, online harassment and AI-driven deepfakes can escalate into financial and personal fallout within hours. Nearly 28% of consumers have already had a social media account hacked, underscoring how cyber incidents and reputational harm are increasingly intertwined.<sup>4</sup>

Traditional liability programs aren't designed for this environment. Umbrella policies may respond in some cases, but they rarely cover the full spectrum of costs:

PR services, crisis management, digital forensics or even relocation when harassment becomes dangerous. Layered solutions that combine broader liability protection with reputation-specific coverage can close these gaps and provide the proactive safeguards today's households need.

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*53% of HNW respondents feel they have adequate liability coverage, yet a significant number do not have enough umbrella liability to cover their net worth.*

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3. Government of Canada "[Fraud Prevention Month to focus on impersonation fraud, one of the fastest growing forms of fraud](#)," February 28, 2025.
4. Insurance Information Institute, "[Addressing the Personal Cyber Protection Gap](#)," 2025.

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## How Big is Your Umbrella?

[Umbrella liability](#) remains one of the most underused layers in wealth protection. It's relatively inexpensive compared to the limits it provides, yet many households don't carry enough coverage to match their wealth.

**Check the limits.** Umbrella coverage should reflect the actual level of liability exposure a household is carrying, not just a round number that feels sufficient. Rising verdicts and settlements mean limits that seemed adequate five years ago may now leave gaps. Liability exposures also extend beyond auto and home to include social media, reputational incidents and next-gen family activities.

Working with a risk advisor can determine the right level of coverage and identify when additional layers, like cyber or reputation-specific programs, should be added.

## Risk Appetite

# Defining and Acting With Intentionality

In a market where volatility is the baseline, defining one's risk appetite and how much financial exposure you are willing to take on has become the foundation of every other risk decision you make in 2026.

- **Property Considerations:** For Canadian homeowners, the real question is how much wildfire or earthquake exposure to retain. Deductibles are rising, and in high-risk zones, coverage is becoming harder to secure. Some families may choose to self-insure part of that risk; others to invest in mitigation such as defensible space, seismic retrofits and water-shutoff devices.
- **Cyber Considerations:** Homeowner policy add-ons for cyber coverage often don't respond when a household faces a six-figure wire transfer scam, a crypto theft or a deepfake impersonation. A standalone family policy — modeled on business coverage with forensic investigation and legal support — represents a deliberate choice to transfer that risk instead of retaining it.
- **Reputational and Social Considerations:** The more visible the household, the greater the chance of reputational harm if a post, harassment campaign or AI-generated attack spirals out of control. And while the Canadian litigation landscape may be less visible itself than other countries', recent multi-million-dollar defamation awards show these cases carry serious financial weight. Umbrella liability coverage is the essential baseline, yet it remains underused among affluent individuals. Cyber and reputational-specific policies can add the crossover protection needed to cover PR, crisis management and relocation costs.

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*Only 18% of HNW respondents in Canada are still willing to assume more risk to save on premiums*

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Clarifying risk appetite sets the foundation — but it only matters if it informs the next steps. In 2026, the priority is ensuring deductibles, limits and specialty policies reflect not just exposures, but what the household is truly willing to carry on its own.

# Turning Prevention Into Leverage

Instead of taking on more risk to lower costs, affluent families can choose to invest in risk readiness — the steps that demonstrate preparedness to insurers and reduce the likelihood of a loss. Over time, this readiness translates into greater resilience, giving households both stronger protection and more leverage at policy renewal. For example, homes with defensible space and ember-resistant construction are more attractive to carriers and less likely to face wildfire exclusions, and families that adopt monitoring and device audits are positioned for broader cyber coverage.

Risk assessments are the foundation for moving up in risk readiness. Insurers are tightening underwriting and using new tools like aerial imaging and wildfire scoring to scrutinize properties, and households that

match that rigor with frequent, comprehensive reviews are better positioned for favorable terms. While already a best practice in Canada, their frequency is slipping. The number of HNW households conducting quarterly evaluations dropped from 22% to 10% in 2025, while annual reviews rose from 25% to 43%.

Readiness only delivers resilience when it is documented and communicated. Brokers and advisors play a critical role by prioritizing investments, ensuring coverage limits reflect appetite and presenting preventative steps to underwriters. It's not just about installing a water sensor or trimming trees near a home but turning those actions into proof points that carriers can underwrite against. In this way, risk readiness becomes market leverage, and resilience is the reward.

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## 5 Best Practices for Risk Assessments

- 1. Engage third-party expertise.** Independent reviews uncover blind spots and carry weight with underwriters.
- 2. Begin with discovery.** Capture the full household picture: properties, valuables, travel, lifestyles and staff.
- 3. Review annually at minimum.** Property values and liability exposures change quickly; annual updates are the baseline.
- 4. Reassess at [trigger events](#).** Renovations, acquisitions or new drivers demand immediate reassessment.
- 5. Include digital exposures.** Online accounts and family social media activity now create real financial and reputational risk.

# Moving Your Family Forward

For high-net-worth households, protecting wealth in 2026 requires more than securing a policy at renewal. It means advancing risk readiness step by step — connecting appetite, assessments and resilience into a proactive strategy that reduces exposures and strengthens negotiating power.

## **Make risk reviews routine.**

**1**

Annual assessments are no longer sufficient on their own. Major life changes — a renovation, valuable acquisition or new teen driver — should trigger immediate reassessment. Today's reviews go beyond property to capture lifestyle, travel, household staff and digital footprints. Independent third parties add credibility and ensure findings carry weight with underwriters.

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## **Prioritize resilience measures.**

**2**

Preventive steps are increasingly prerequisites for coverage. Wildfire defensible space, roof reinforcements, impact-rated windows and smart water sensors help reduce physical exposures, while cyber hygiene, monitoring systems and family training address digital risk. Documenting these measures shows insurers that households are lowering loss potential.

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## **Match coverage to appetite.**

**3**

A clear risk appetite only matters if it informs policy structure. Deductibles, limits and specialty programs should reflect what the household is prepared to retain, mitigate or transfer. Umbrella liability limits should align with net worth, and cyber or reputation-specific programs should be added where exposures are significant.

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## **Leverage advisors strategically.**

**4**

Advisors serve as more than transaction managers. Brokers and risk specialists help families prioritize which resilience investments matter most, document them and present them to underwriters. Their role ensures household strategies translate into market leverage and stronger protection.

# Private Client Rate Guide — Canada

HUB International’s rate guidance comprises an analysis of proprietary national survey data and interviews with HUB personal insurance brokers and risk services consultants who specialize in serving personal lines business.

On average, we are experiencing softening rates for nearly all coverages. Below are projections of rate changes that we anticipate in 2026. It’s important to discuss your unique exposure with your insurance broker and understand what to expect well in advance of your next renewal.

Coverage	2026 Private Client Rate Guide	Insights
<b>Auto</b>	+10 to +20%	<p>The private client auto market continues to show wide regional variation across Canada, with notable pricing differences from province to province. While year-over-year increases remain moderate, most insureds should anticipate rate movement in the range of 10% to 20%.</p> <p>Luxury and exotic vehicles, including high-performance brands such as Ferrari and Lamborghini, face increased scrutiny from underwriters. Storage location, driver profiles and overall vehicle usage are all examined closely during the underwriting process. These categories are experiencing more pronounced rate increases, with exotic and collector cars seeing higher adjustments than standard vehicles. Insurers also continue to evaluate the broader client relationship when underwriting high-value automobiles, often providing more favourable terms for well-managed portfolios.</p> <p>Market-wide, supply chain disruptions and tariffs have slowed repair work and increased parts costs, creating upward pressure on premiums. This trend has become increasingly evident across both standard and specialty auto segments.</p>
<b>Homeowners</b>	+15 to +25%	<p>In the private client segment, homeowners coverage is becoming increasingly relationship-driven, with pricing and terms influenced by each client’s overall risk profile, property characteristics and claims history. Underwriters are placing stronger emphasis on proactive loss-prevention measures — such as the installation of water-monitoring and leak-detection systems — and are conducting more on-site inspections. These assessments often result in detailed recommendations aimed at improving risk quality and reducing potential losses.</p> <p>Rates are trending upward by approximately 15% to 25%, reflecting heightened underwriting rigour and a more disciplined approach to risk selection. Clients who invest in preventative measures and maintain favourable claims experience are best positioned to secure more competitive terms and stable renewals.</p>
<b>Personal Umbrella</b>	Flat	<p>Personal umbrella coverage remains underutilized among Canadian clients, despite its value. Rates are highly competitive and capacity is readily available, with pricing largely flat. The main challenge is mindset, as many clients are not prioritizing umbrella policies despite the protection the coverage provides.</p>

# Private Client Rate Guide — Canada

Coverage	2026 Private Client Rate Guide	Insights
<b>Catastrophic Perils</b>	+15% to +20%	Catastrophic peril exposures remain a key concern in private client portfolios. Earthquake risk is significant in British Columbia and Quebec, while hailstorms continue to impact the prairie provinces. Wildfire exposures are rising in regions such as BC, northern Ontario, and northern prairie communities. Flooding also presents risks for both auto and home, with insurers frequently requiring water monitoring or flood management measures as part of mitigation strategies. Pricing for CAT-perils is expected to increase 15% to 20% in 2026.
<b>Specialty Vehicles - Motorcycles, RV and Watercraft</b>	+10% to +15%	<p>Rates for specialty vehicles — including motorcycles, RVs and watercraft — continue to rise as these units become more technologically advanced and expensive to repair. The use of sophisticated materials and onboard systems is driving annual rate increases of approximately 10% to 15%.</p> <p>Broader economic factors are also contributing to the trend. Ongoing supply chain challenges and limited availability of replacement parts are extending repair and claim settlement timelines, placing additional upward pressure on premiums across the segment.</p>

**NOTE:** *Rate* is typically defined as the amount of money necessary to cover losses and expenses while providing an insurance company with a profit for a unit of exposure. *Exposure* refers to a business' or an individual's susceptibility to various risks encountered daily. Carriers evaluate the level of risk an insured faces in calculating insurance premiums.

# HUB Private Client

When you partner with us, you're at the centre of a vast network of experts who will help you reach your goals. For more information on how to manage your insurance costs, reduce your risk and protect what matters most, talk to a HUB Private Client Risk Advisor.

**\$1.2B**

in premiums  
brokered

**500**

Private Client  
Risk Advisors

**52,000**

Private Client accounts

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