DEALS AND SUITS

Sterling Capital Brokers announces merger with Luedey Consultants Inc.

On February 1 2021, Sterling Capital Brokers (SCB) announced its merger with Luedey Consultants Inc. (LCI), a leading and well recognized benefit consulting firm in Atlantic Canada. The combined company will be one of the largest independent employee-owned benefit consulting firms in Canada.

Founded in 2002 by Bill Luedey, LCI is a boutique benefit consulting firm with more than 70 clients in Atlantic Canada including both privately owned, public sector employers, and several union building trades. LCI is headquartered in Halifax, Nova Scotia with an office in Fredericton, New Brunswick. The team has a combined 100+ years of consulting experience that includes benefit plan reviews, plan management, claims analysis, market analysis, benchmarking, member communication and coordination of request for proposals.

Sterling Capital Brokers (SCB) was founded in 2014 and is headquartered in Toronto, Ontario. SCB is an independent benefit consulting firms that specializes in servicing high-growth small-to-medium size businesses. SCB offers its clients comprehensive benefit consulting and customized plan management technology services which enables Sterling to offer rapid and bespoke solutions to its client base. SCB offers clients a single point of contact for all employee benefit queries which allows their clients to get back to growing their business faster.

BLG represented SCI with a team led by Stefan Timms that included Kyle Denomme, James Fu, Andrew Hodhod, Steve Suarez and Kevin Lambie.

BLG Team : Stefan Timms, Kyle Denomme, James Fu, Andrew Hodhod, Steve Suarez, Kevin J. Lambie