



The Project: Corporate brochure copy for an insurance broker.



TITLE A SHORT GUIDE TO WHAT MAKES US DIFFERENT

page 1

HEADER A BUSINESS CREATED FOR YOU

subhead We think you'll like it

Welcome to **xxx**. We're no ordinary insurance broker and risk manager. We approach our work in a fresh and different way.

We're professionals who also happen to be friendly human beings, committed to honesty and transparency in all our dealings with you.

We're also dedicated to learning about you, your business and what makes it tick.

Which makes us a rare beast in an industry that's rarely celebrated for its plain speaking, clarity and customer service.

Read on and find out more. You might find you like our style.

page 2

HEADER WE PUT IN THE LEGWORK

subhead So you don't have to

We research your business carefully before we even meet so we begin tackling core issues with you in depth, straight away.

We'll take a fresh view, forming our own opinions rather than taking the easy way out and using your existing insurance policies for reference.

Because we start from scratch, nothing's missed.

We never make assumptions. We prefer to build an accurate big picture of your business for ourselves, warts and all. Only then can we *really* help you.

We set parameters and objectives with you early on. We steer clear of sales talk. And we're

honest. If we think you are being well served by your existing advisor, we'll tell you just that.

Credit where it's due.

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HEADER WE'RE TRANSPARENT

subhead Giving you complete confidence

Because we ask questions we see further than first impressions.

In fact we're very inquisitive, finding other businesses endlessly interesting and stimulating.

Knowing the answers means we can negotiate the right cover for you at the best possible terms.

We'll cover the insurance market on your behalf and tell you exactly who we've spoken to and all the options. We scrutinise insurers' financial stability, claims paying record and service levels.

Addressing issues in advance, we explain the small print and jargon, warranties, conditions, endorsements and policy peculiarities for you.

So our recommendations are clear, confident and informed.

With no nasty surprises.

page 4

HEADER TRUST UNDERPINS RELATIONSHIPS

subhead Clarity underpins trust

We work for fees rather than taking a chunk of your premium as commission.

So our earnings are driven by what we can do for you and the value we bring your business, not the premiums you spend or the insurance you buy.

And we'll tell you exactly what would have been earned in commission so you know precisely what's going on.

This also means you only pay Insurance Premium Tax on the reduced premium so you save money too.

Now that's *really* good news!

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HEADER WE'RE HERE FOR THE LONG TERM

subhead So you don't get short changed

Have you ever found that you met the Premier league at the initial appointment but ended up playing with the second reserves?

Some brokers work very hard to get your business in the first place but make very little effort from then onwards.

For us, being appointed your advisor isn't the beginning of the end, it's the end of the beginning.

Our service is highly personal. You deal with real people, whom you know, rather than a faceless department or call centre.

We take the needs you have during the term of your insurance just as seriously as we take winning your business in the first place.

We both benefit in the long run. Which is what it's all about.

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HEADER WE CARE ABOUT YOUR BUSINESS

subhead You maximise your protection

As your insurance department, we'll have lots of ideas to help your business.

Improved risks do lead to lower premiums. So we'll help you identify exposures and offer pragmatic, cost-effective advice to reduce risks that really threaten your business, directors or staff.

Businesses change. We'll keep pace with you and won't let your guard slip.

And we can help your business develop. Marketing initiatives, recruitment, expanding into new products and territories all have insurance implications.

We'll help you achieve your goals with the minimum of fuss.

So you can concentrate on moving forward.

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HEADER WE GO THE EXTRA MILE

subhead You stay ahead of the pack

We understand that you don't buy insurance because you want to.

But when a claim hits you're glad you did.

It's then you want your broker standing beside you, not a cloud of dust on the horizon.

We make sure that the people responsible for arranging your policies are on hand, and we guide your path with insurers and loss adjusters.

And we're tenacious all the way through. If the worst happens we fight your corner to make sure your claim is dealt with quickly and fairly.

What a relief – but it's the least you should expect!

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HEADER WE STICK WITH YOU THROUGH THICK AND THIN

subhead And we're always looking for ways to improve

We're not just in it for the good times.

If we've disappointed you or you have a complaint, we want to hear the truth.

We'll also seek your opinion on our performance and learn from you.

By sticking close to you, we'll know if there is more than you need and, if we can, we'll deliver it.

a relationship where you can't be open and honest just isn't worth having.

Isn't this what you look for from a professional advisor?

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HEADER GO ON...

subhead Let's start talking!

Contact us for a frank discussion about your commercial insurance needs. We cover the lot: commercial motor, fleet, liability, business interruption, marine... whatever the size of your business and whichever industry you're in.

We also provide specialist expertise through our team and partners in areas of risk management, employment law, business advice and employee benefits.

Our Personal Lines Division will also assist with employee or affinity schemes and high value or unusual domestic and motor insurances.

Sales talk over. Can we get down to business together?

Call us. We won't waste your time and it might be the start of a beautiful relationship.

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HEADER THE LEGAL BIT

(contact and legal text)

