

Subject: Robbie, Ever Wondered What Christmas And Insurance Renewals Have In Common?

No? me neither.

The answer is both of them happen once a year. Though not necessarily at the same time.

One usually costs you a lot of money, the other one gives you the opportunity to save a lot of money.

If...

You go about it the right way. Here's an excerpt from one of my recent LinkedIn posts...

How Business Owners Should Appoint A New Insurance Broker

Biz owners renewal date coming up...

Invite 1 other competing broker to quote plus their current broker

Competing broker agrees objective target premium with biz owner on an 'all things being equal' basis

Competing broker approaches 1 or 2 Insurers with full presentation & objective target premium

One Insurer agrees & quotes @ agreed premium

Competing broker reports back to biz owner

Biz owner appoints competing broker as new Insurance broker with Letter of Appointment.

There is one stipulation here which must be adhered to by ALL parties.

Utmost Good Faith

Seriously Robbie, I've been in insurance long enough to know that the traditional method of broking gets you nowhere, and us as brokers not much further, the Insurers too.

No one benefits.

So why not let us show you how it should be done? Don't forget, we've been helping XXX members with their insurance for over 20 years.

Reply now with your renewal date and we'll give you a call nearer the time to get the ball rolling...

In any case, I hope you have a great Christmas.

Kind regards,

Andrew