

WHY USE  
AN

# INSURANCE BROKER

What are the benefits  
of using an insurance  
broker?

## Best price

Brokers have relationships with industry-leading insurers and can discuss your insurance needs in detail, whereas requesting a quote on a price comparison site means that you will answer set questions and cannot elaborate on the risk you want to insure.

A broker's relationship with their panel of insurers is built on human interaction, which allows grey areas of insurance to be discussed, as opposed to the black and white approach of price comparison sites.

Whilst the price presented from a broker may not necessarily be the cheapest, a broker's aim is to ensure you get a competitive price for the unique risks that you wish to insure.

## Bespoke Service

As opposed to comparison sites, a broker will collect detailed information about your business to offer a tailored policy.

Businesses with complex requirements will benefit from a broker rather than a price comparison site, as a broker will ask more questions to find the perfect solution.

A one size fits all approach rarely works when it comes to business insurance, as you may miss out on some vital covers.

## Expert guidance

When you speak to a broker, in most instances they will provide advice to make sure that your insurance policy meets your needs.

This means that they understand your insurance requirements and will provide advice on the cover you need and make recommendations.

At Premierline, 55% of employees are professionally qualified with the Chartered Insurance Institute, ensuring that customers receive the best advice and have the peace of mind that they can continue to do what they love.

