

Getting Started With General Insurance

Read time: 2 Mins



Getting Started With GI

Business improvements, for many, are towards the top of the to-do list. This is the same for advisers.

It's good start by looking at areas of your services you can improve, adapt, or develop. Are you taking full advantage of your business opportunities? Are you providing your clients with a full service? This is where General Insurance acts as the perfect bolt-on for you.

GI isn't always the primary source of income for advisers, but it is a reliable product that provides a steady flow of business. This, in turn, opens doors to larger product sales opportunities.

Your competitors are likely selling GI to their clients, which should be motivation for you to adopt General Insurance as your go-to ancillary offering.

Utilising priceless insight from our advisers, we've compiled some helpful tips to help you get started with GI. If you have any further questions, we're on hand to assist at 02920 265 265.

GI as Perfect Bolt-on

GI is all about presenting a holistic service to your customers, expanding your product offering. This helps to boost your reputation and increases your touchpoints with your clients.

Use GI as the perfect annual check-in for your mortgage clients.





Hire a 'GI' Specialist

Why not consider a dedicated figure to take care of your GI business? Or if time is limited consider using a hands-off home insurance referral system such as Source Go.



The GI 'Power Hour'

The GI Power Hour is a must for anyone looking to offer General Insurance. Some firms we work with designate a day in the week to sort out your GI. This can include anything from re-visiting your back-book or seeking out new leads. It's all part of enhancing your services!



Do Your Research!

The best way to learn about products and competition is to complete a fact-find. Find what the client is paying, who they're insured with and what they're insured for. Gain this knowledge and better compete with the competition. For those who are not first time buyers they may have home insurance elsewhere, if so diarise their renewal dates and offer them a quote annually.



Provide Good Outcomes

Providing good outcomes for customers extends beyond just doing your 'Consumer Duty'. If a client may reasonably expect you to offer a home Insurance service alongside the mortgage then its your job to offer them a quote. Accompanying this, you can refer your clients using a system like Source Go, cutting out the regulatory responsibility, offering your clients the same quality products, but saving time for all.



Source