

Source



Help Your GI Pipeline
B.L.O.O.M.

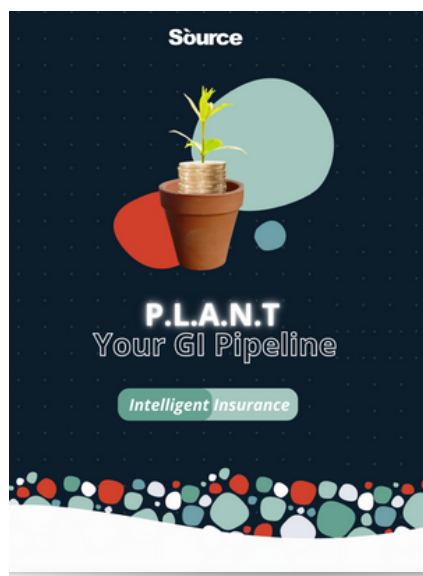
Intelligent Insurance

You're already building momentum towards a flourishing GI offering, integrating home insurance into your mortgage conversations.

We understand that GI may not be your primary source of income, and that's okay. By implementing general insurance as an integral part of your services, you develop a consistent, high-performing part of your business and a smart step toward long-term success.

As we previously explored in our **P.L.A.N.T.** eBook, establishing a strong foundation for your GI strategy is something that needs significant care and attention. This isn't something that happens overnight; it requires sufficient time to grow through a consistent plan.

Now you've laid your groundwork and reflected on your tactics, it's time to take it to the next level. The **B.L.O.O.M.** method will help you progress further and start seeing greater returns for your output. Acquiring a growing ROI and making GI a natural part of your client journey is the next main goal for you, developing measurable growth, confidence and consistency in your GI.



Missed the first one in the series?

P.L.A.N.T Your GI Pipeline

[Read the eBook here](#)

BUILD OPPORTUNITY

Make GI part of every client conversation.

Position GI as an essential piece of their overall protection package, not an optional extra. Finding the right mortgage package for your clients is a vital part of offering sufficient support, but it's equally as crucial to help them protect their investment for the future.

As you incorporate general insurance into your services, you may have found it tricky to implement it at the right time throughout your conversations. Whether you focus on protection or mortgages, timing is key to maximising your ROI from your GI bolt-on.

Structuring your process to include GI early in the linear timeline instils a sense of foresight and experience that your client will appreciate. With clear guidance to help them feel confident in their decision-making, you help down any barriers or misunderstandings your clients may have around GI.



Top tip:

Why not share a quick insight on underinsurance or inaccurate cover? This will help your client to understand the greater challenges homeowners face without the perfect home insurance policy in place.



LOOK FOR GAPS

Offer to review existing policies to identify gaps and add value.

Clients often assume their current GI cover is sufficient - many times, it's not. In fact, over 76% of homes in the UK are underinsured. Additionally, 20% of homes in the UK are overinsured, meaning that only 4% of houses are accurately insured. This paints a vivid picture of the current state of the protection gap in the market.

Identifying these gaps in coverage opens up all kinds of opportunities for you to cross-sell your services, creating chances to enhance your clients' insurance policies.

You can start by offering a policy review during your initial conversation or annual check-in. Ask your client questions such as, "Have you updated your policy since making any home improvements?" or "Do you know if your contents are covered fully?"

Trying something extra:

Why not create a checklist of things to run through with your client, highlighting different aspects of their insurance policy and where they may be falling short? This visual aid will make things easier to understand for your clients and can make all the difference when visualising what they need.



OFFER A DIFFERENT PERSPECTIVE

Use stats and case studies to highlight the real risks of inadequate or self-managed GI cover.

It can be hard for clients to understand what true value looks like in the form of professional advice. Many believe that buying home insurance through an aggregator is quicker, cheaper, or in some cases, the bare minimum needed to get by. This means they misunderstand the risks they're taking on.

You can start by creating a few short, real-world case studies that show what happens when home insurance is mismanaged. Take a look at the Financial Ombudsman case studies below.

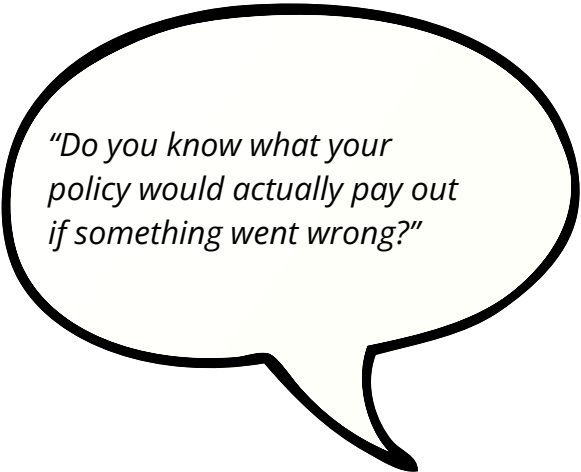
You can find different examples on websites such as these and vary the types of claims produced. Use these examples to illustrate the impact of risks such as flooding or water escape on homeowners nationwide, highlighting the significant problems that can arise without proper home insurance in place.

[Read the case studies](#)




OFFER A DIFFERENT PERSPECTIVE

Ask questions like:



"Do you know what your policy would actually pay out if something went wrong?"



"Have you checked if your current provider offers the level of support you'd need in an emergency?"

It's up to you to shift your client's mindset in the right direction. Some consumers focus solely on price and finding the 'best' deal, when the reality is that quality shouldn't be sacrificed for the sake of a cheaper price.

Proper value, sound advice and tailored cover can provide true peace of mind.



OVERCOME OBJECTIONS

Utilise tools like Share Quote to see a 45% boost in ROI.

Maximising ROI is essential when it comes to GI, enabling you to utilise your ancillary products as a steady, consistent supplement to your primary income. Nowadays, with aggregators rife and self-service often conducted by consumers, clients can prefer to take control of their journey, or at least, certain parts of it.

Like Premium Predictor, Share Quote is specially designed to increase your figures and offer clients the best experience that fulfils their expectations. With Share Quote, you can hand specific, vital points of the home insurance process to your clients, enabling them to take control of their decisions and play an active role in their purchasing experience.

Going the extra mile:

Use simple, straightforward language that's easy to follow, explaining the important bits and eliminating any confusing jargon.

By doing this, you bridge the gap between assistance throughout the process and self-service, allowing your clients to receive support whilst remaining present in their decision-making.

Download objection cheat sheet!



MEASURE SUCCESS

Track conversions, quote completions and client feedback in The Source dashboard.

Client feedback is crucial for shaping your future services, enabling you to tailor your offerings to meet the specific needs of different client groups. Use this feedback to continually improve and refine your services.

With The Source, you can B.L.O.O.M. by tracking conversions and quote completions, checking in and reigniting with clients at crucial stages of the process, ensuring you make a significant impact. Utilising these analytical tools effectively enables you to enhance your success and deliver high-quality home insurance products to a market that desperately needs protection.



Top tip:

Make a monthly GI Snapshot, using insights from your monthly business to analyse patterns and trends to help shape your future business and how to conduct it. Highlight your quotes, conversions, renewals, and conversations. Use this information to enhance your ROI.

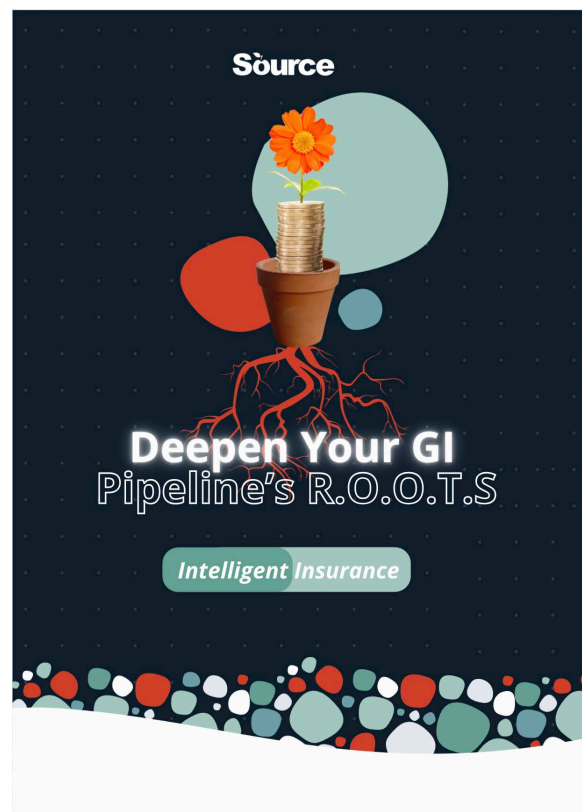
You can present these facts and figures to others in your business, identifying areas where to move forward and how to build on your existing efforts.



MEASURE SUCCESS

You now have a GI offering that is starting to blossom, boosting your income and expanding your offerings to clients. Using systems like The Source to support your business, you can expect to see more quote conversions and a steady flow of quality products.

Find this helpful? Give it a try and read our next eBook, all about enhancing your business to support larger quantities of GI clients.



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