



Because:

**We need Expert Navigators
of Complexity**



**Convenience can't
Replace Care**



**Trusted Advisors bring
Risk Clarity**



**Relevance and Certainty
beats cost**



**Everyone needs Someone
in their corner**

As consumers have access to more information, they need someone who understands their needs intimately, and can help them navigate the complexity of choice.



Online systems are good for efficiency and convenience, but they cannot out do great advice and service from an intermediary who cares and knows about their client.



Emerging technology, supply chain, cyber and climate risks mean unclear risks are escalating, and brokers are seen as trusted advisors.



What is the point of having the cheapest cover if it isn't relevant to the client's needs.



Let's not forget the role the broker plays at claim time, as both big and small need an advocate in business.



We Say

**LONG LIVE THE
BROKER**

