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 outdo 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.

LONG LIVE THE BROKER