HOW TO BEAT THE COMPARISON WEBSITES

General Insurance isn't hard to get right, but it's easy to get wrong - especially when you're not an expert. With your help, your clients can be protected with quality cover that won't leave them out of pocket, underinsured or worse off than when they started.

Selling GI brings with it a number of benefits for advisers, alongside the obvious one of supporting your clients. You'll build a healthy revenue stream and add value to your business by offering a quote to every client you speak to. You'll also ringfence your business and keep competitors away.

We know that selling GI, and taking on the aggregators, isn't always easy though - and that's where we come in to help.

Introduce Your Clients to Uinsure

Uinsure's 5 Star Defaqto rated policies and rated Excellent on Trustpilot for its customer service and products.

Quote Early – At Offer Stage

Make your clients aware early on that you'll be quoting for Buildings and Contents cover. The best time to provide a quote is at the offer stage. By doing so, you can save your clients' time and stop them from being drawn in by Comparison Sites.

Warn Them of the Pitfalls of Comparison Sites

Low cover limits, high excesses, cancellation fees. Why not use these tips to help your clients understand the dangers of Comparison Sites?

Explain the Benefit of Blanket Cover

Having blanket cover in place is one of the greatest defences against under insurance. People often miss things when tallying up the value of their contents and items can often increase in value with age. That's why Uinsure's contents cover is £75k as standard.

Personalise the Sale

Ask your clients what they'd be most worried about losing if their property was broken into. From this question, you can reassure them that the policy you're selling would cover their most prized possession - they wouldn't get this service from an aggregator. You can then tailor the policy to include extras like Personal Possessions cover depending on the item and if it's needed.

Follow Up and Stay in Touch

Just because you didn't win the business the first time round, it doesn't mean there won't be an opportunity to in future. The renewal premiums for cover from Comparison Sites regularly increases and your clients' finances may have changed. Why not give them a call and see if you can help?

Got a question? We're here to help you!

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