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# GI Mastery Series - The art of effective questioning

Mastering the art of questioning is something that can set advisers apart. So, what should advisors be asking during a GI conversation about Home Insurance?

**Consider starting with "what do you want your home insurance to cover you for?"**

This question cuts to the heart of what is important to them and allows you to tailor the conversation (and the policy) to their needs. It also enables advisers to challenge any assumptions. Many people, for example, may assume elements such as home emergency, accidental damage and personal possession cover are included in home insurance as standard, so explaining what is and isn't included in a standard policy is vital.

Often clients won't connect the value of advice with home insurance and many have never considered what may have changed since they last reviewed their home insurance cover. Therefore, a conversation can prompt clients to question whether their cover levels may need to increase, especially given that high inflation may have changed their requirements.

It's also worth checking if the client has any immediate renovation plans that could change the property's risk profile. Ask if they plan to extend in the near future or add an extra bathroom or toilet and explain that they may need to notify their insurer. This can create a potential touchpoint later in the year and conveys an investment in their long-term financial health.

**Follow up with "would you like me to save you time by providing a home insurance recommendation?"**

Clients are unlikely to want to dedicate time to sorting out their home insurance, and particularly during a property transaction, they would probably appreciate one less thing to think about. By taking this job off their hands, you ensure they don't rush the process and instead receive the focused attention needed to secure the right home insurance for their situation.

**Adjust the approach for remortgage clients**

For remortgage and product transfer clients, lines of questioning will naturally be slightly different. The adviser survey we mentioned earlier revealed that one in five advisers rarely or never discuss GI with this group.

One of the most common blockers is the client already having an existing policy in place. However, this may no longer meet their needs and could be leaving them financially exposed. Advisers can therefore add value by offering a review and asking remortgage and product transfer clients for a copy of their existing policy to enable like-for-like comparison.

**Ask your remortgage and product transfer clients "what's changed since they last reviewed their policy?"**

Ask questions such as: have you bought any big-ticket items recently? Has your home undergone any renovation or extensions recently? Do you ever work from home? Do you have children?

Another effective approach is to use questioning to educate customers on changes they might not be aware of. Rebuild costs have risen drastically in recent years, driven by increased labour costs, higher demand for materials and supply-chain pressures. As a result, underinsurance has become increasingly common.

Advisers could ask: "have you ever checked whether your home insurance would cover a full rebuild". This helps ensure customers are not leaving themselves financially exposed and also gives advisers the chance to discuss upping limits.

By asking questions like these, advisers can quickly establish whether the current level of cover is still meeting the client's needs. Even if it is, check whether the policy is still competitive. Offering a review could even save the client money while providing the same level of cover.

Indeed, by keeping the questions open and curious, advisers can get to know their clients more, build trust and loyalty with their clients and help create valuable long-term relationships.

**Don't overlook referral**

Of course, not everybody has the appetite or resource to have these conversations with clients consistently. In that case, one very simple question, "would you like me to refer you to our trusted partner to talk about your home insurance needs" is all it takes to help ensure that your client gets an insurance quote that is tailored for them.

If you'd like support with your approach to GI, get in touch with Paymentshield's friendly business development team.