

Countrywide



“The commission
enhancements and
business initiatives
provided are excellent.
We are delighted with
the service we have
received.”

Ian Brindle, J. Illingworth & Co Ltd

A warm welcome to Countrywide

**I would like to personally welcome you to Countrywide,
a Network where Members matter most.**

We believe in championing independent brokers from within a Network that offers a range of support packages each with its own unique advantages.

If you're looking to pave your own way and implement your own business identity, then you can with Countrywide. We'll put you in the driving seat and give your business the muscle power to do more.

Our proposition supports Brokers in a number of ways. First and foremost, we promise to enhance your earnings by generating a wealth of opportunity through an array of business services. We also deliver an impressive selection of insurer services and exclusive deals to help your business become even stronger and more profitable.

Unlike any other Network, Countrywide ensures that every inch of your independence is retained. Our team of industry experts distribute a structured support system that will improve your market presence and boost the profit and productivity of your brokerage.

Together we can develop business ideas tailored specifically to support Open GI users and formulate new and innovative lines of trade inside the groundbreaking Network Trading Room.

This helpful information pack gives you an insight into how we work and highlights the benefits in being part of our exclusive Network. Inside you will find clear and concise details on each of our specialist areas, so have a read through to see what we can do for you.

Why wait around for success to come to you? Become a Countrywide Network Member and you'll quickly realise your full potential.

Go on - take advantage.



Nick Houghton
Managing Director Countrywide

“

As soon as we heard about Countywide (Plus) we joined immediately. The Network provides a great service - I would seriously recommend it.”

Philip Alexander, Shene Insurance Limited

it's our pleasure to meet you

Here at Countrywide, we don't deal in corporate jargon. We are only interested in strengthening your business. Although our Members enjoy being part of a huge Network of independent brokers, their business identity remains very much their own.

Our support packages really do speak for themselves - we know there are other Networks out there, but none work quite like we do.

Remember, your independence is our number one priority.

Our Member resource is huge, with over 172 in-house staff supporting Members in growing their business - treble that of any other network.

“ We have always been very impressed with the service received from Countrywide; in fact we were so impressed that we upgraded our Membership. ”

Joan Hardiker, CDA Wiltshire Ltd

improve your insurer relations

To help your trading relations run that little bit smoother, we liaise with insurers on your behalf. Our market-leading position means we can negotiate substantial deals with the UK's largest personal, commercial and niche insurers to offer you enhanced policy wordings and a heightened standard of service.

This level of support will allow you to become a more competitive broker – which means everything in today's aggressive market. So whether you're looking to gain from a new, unfamiliar insurance policy, an exclusive deal or an improved commission rate, Countrywide can help you achieve results.

Become a Member today and you will benefit from:

- Broker Network Underwriting (BNU)
- Wider access to markets and an advantageous range of products, exclusive to Members only

- Enhanced commission rates
- Rate advantages on an extensive selection of policies
- Improved leverage with bespoke Partner Insurers

Practically we work too – our industry knowledge has given us the capabilities to manage everything from day-to-day administration, FCA regulatory work and account handling. And whilst we will fully immerse ourselves in strengthening your company, we certainly won't overshadow the integrity and individuality of your business.

Remember, as a Countrywide Member you're treated extra special.

We manage over 650 agencies with insurers and we never dictate where Members place their business.

**Our Network Members
control a combined GWP
of £1.1 billion**

better your business

Although Membership with Countrywide boasts a whole selection of attractive benefits and advantages, one of its more renowned features is the compliance service offered exclusively to Network Members. Using the experience and knowhow of our in-house team, compliance-related aches and pains are certain to be a thing of the past.

As a Member you can expect to benefit from this service as well as Marketing, HR, IT and Network Trading support services.

Here's a taster of what we can do for you:

- Offer professional Broker and Compliance support
- Produce individually-tailored creative marketing material

- Fashion new lines of business via our dedicated Telemarketing team
- Provide Open GI software solutions

Being a Countrywide Member means you are supported each and every day; we can offer guidance should you encounter difficulties in decision making, and we're keen to share our expert knowledge and apply it to your business. By providing you with an infrastructure of services, we can ease pressure and help you improve every aspect of your business.

We're all for business, are you?

100% of Members say we treat them with respect, both as an independent business and a valued customer.

“Our Business Development Manager (BDM) continues to provide a great service and has been excellent in keeping us informed of new product deals.”

Carol Davies, Eryl Jones Insurance Consultants

adding a personal touch

When you become a Network Member you will be assigned a dedicated Business Development Manager (BDM) who will work alongside you to ensure you're getting the very best out of your Membership.

Your personal BDM will work closely with you to generate business ideas, introduce profitable strategy plans and offer friendly, well-informed advice.

Your BDM can make a real difference:

- BDMs look after an average of 20 Network Members each
- BDMs make more than 2000 visits to brokers' offices a year
- 20 bespoke Network Member Schemes have been developed and promoted by the Network to fellow Members
- Business Consultancy Sessions cover areas such as succession planning, HR review, sales initiative and business planning.

Your BDM will also visit your office regularly to familiarise themselves with you, your staff and more importantly your business. Once your BDM has a strong understanding of how your business

works, their aim is to strengthen your potential and help you to develop into a more profitable and productive brokerage.

Each of our BDMs has proven knowledge of the industry, they can provide expert business planning advice, create and implement ideas and support you in your insurer relationships. Essentially, your BDM is on-hand to help you unlock your potential and maximise sales.

Because we understand the importance of good business practise, we also offer Network Members the opportunity to take part in our exclusive Business Consultancy Sessions where you will have the chance to present your business plan in front of Network Directors. Once you have presented our Directors will offer you advice on how to put your plan into practise.

After attending Business Consultancy Sessions, Network Members have gone away feeling 'revived', 'enthused' and ready to make their visions a reality.

Are you ready for the journey?

Network Members receive an inclusive benefits package of over £60k pa to help grow their business.

**Since the launch the NTR
has generated £5.88m Gross
Written Premium (GWP)**

helping you trade

Our Network Trading Room (NTR) is a groundbreaking facility available to only the finest Network Members. Operating from Hexagon House Head Office in North Yorkshire, this exclusive in-house trading area maintains strong business relations with some of our largest Partner Insurers.

Essentially, the NTR is the perfect environment from which to trade, it has improved the working relationships between our independent Brokers and our leading Partner Insurers, and we're sure it can do the same for you.

Within the four walls of the NTR we are able to communicate directly with underwriters, save you a considerable amount of time and money, achieve an improved standard of quote and do so more frequently – giving you more time to focus on the customer.

The Network Trading Room gives Network Members access to first class customer service

from insurers and provides an altogether improved broking experience. Functioning as a well-rounded and efficient distribution channel, the Network Trading Room generates consistent and high-quality submissions for your business.

In its first year alone the NTR generated over £6m GWP and has increased net conversion rates massively. In fact, three of our leading Partner Insurers wrote over £1million after just one year of trading inside the NTR.

Eligible Members are already feeling the benefits of the NTR, so if you think you have what it takes to trade using this exclusive facility, our application process is quick and easy to follow.

With a combined Membership of 700 Brokers we are the UK's largest and most powerful Network



We received excellent support on FSA/FCA regulations and were given guidance for in-house training and auditing – our points of contact are easy to reach and always more than happy to help.

Ian Westland, Westland Insurance Services Ltd

now that we've whet your appetite...

Becoming a Countrywide Member is a sure fire way to succeed, so why not take advantage of us and see where your business can go?

Now's your time.

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Our Members shape our Network

Countrywide

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