



COMMERCIAL INSURANCE

HOW TO DISCUSS COMMERCIAL INSURANCE AND WHAT TO LOOK FOR?

You have already mastered how to build strong relationships with your clients so that they trust and listen to you. It helps you feel good about the work you do for them and results in your relationship building and expanding into better things – either through longevity or additional business.

But do you know how best to use all your knowledge to make successful commercial insurance referrals?

RECOGNISING AND APPLYING YOUR KNOWLEDGE

Whether you have successfully found a mortgage for them, arranged their protection or helped them with their investment portfolio, you know so many details about them – their occupation, their investments, the income they receive from property portfolios. This key information is a great foundation for starting discussions about commercial insurance. Make sure you get their agreement to forward us their details so we can assess their potential GI demands and needs.

There are also some specific points to consider depending on the type of activity you specialise in.

MORTGAGE ADVISORS

When your clients are applying for a mortgage, you know the type of properties they are looking to purchase. Whether you are assisting with commercial lending or If your client is purchasing a large property - for example if it is one with a higher than average value or one that does not fit your online self-quote portals such as Paymentsshield, then we may also be able to help with buildings insurance.

From converted city buildings to purpose built high rises and everything in between. We have a range of insurance solutions for clients. Our policies can include malicious damage by tenants and Terrorism cover, as well as Employers' Liability for direct employees i.e. cleaners and maintenance staff

PROTECTION ADVISORS

When you are arranging protection for Commercial clients and are visiting them in their offices, they normally display their Employers' Liability insurance certificate.

The key piece of information to note on this is the expiry date. If it's not the right time and they are not too interested on that visit, make a note of the renewal date and diarise to contact them 3 weeks before the date. This also gives you a perfect reason to make a follow up contact. Remember that it is a legal requirement for anyone who has employees to have Employers' Liability insurance and to prominently display their certificate in the premises.



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WEALTH AND INVESTMENTS ADVISORS

If your client is looking to invest in property or if they have a property portfolio – whether it's commercial, residential or a mixture of both, we can provide insurance cover. By combining all their 'Buy To Lets' on one policy, not only are they likely to get a premium discount, but also save on administration, as there will be a single policy with one renewal date.

SETTING EXPECTATIONS AND DELIVERING

You can rely on us to deliver an extensive range of insurance services to your clients. We're not scared of complex cover and never overcomplicate things. We make it easy for you;

HERE'S HOW:

- **It's just a referral** – There is little to no effort required from you and more importantly we take on all the regulatory responsibility and issue all documentation.
- **Ease** – Simply refer your clients on our portal www.towergatereferrals.co.uk and we give updates when we have quoted.
- **Commission** – We pay commission to you¹ for the life of the policy². We issue all renewals and deal with mid-term adjustments.
- **We won't cross sell any protection insurance** – We don't offer it.

OUR COVERS

Towergate Riskline offer a wide range of commercial and non-standard insurance. Covers include:

- Commercial landlords
- Unoccupied properties
- Public liability and employers' liability
- Commercial combined
- Shops and Offices
- Professional indemnity
- Blocks of flats
- Property portfolios of any size

[For full list click here](#)

WHO ARE WE?

Towergate is one of the leading insurance intermediaries in the UK who provide a specialist range of insurance products, designed for business and properties. Our team of dedicated advisors are highly trained and will handle your client's quotations and offer suitably priced products from a range of insurers.

FINDING OUT MORE

If you would like to find out more about how to refer your clients, visit our website www.towergatereferrals.co.uk

¹ commission is paid on the premium, net of Insurance Premium Tax at 12%.

² For as long as you are part of a regulated firm or network with a valid Towergate Terms of Business Agreement. The commission percentage may vary when policies require placement through a Lloyds broker or other similar specialist market.



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