



Case study: High Street broker

Founded over 70 years ago this broker specialises in the caravan, park home and holiday home market as well as general motor, household and commercial insurance. They have approximately 20,000 clients and 50 members of staff.

The broker required a product to differentiate them from the rest of the market whilst promoting the strong company brand and driving an income to the business's bottom line.

The fully branded product is included as a mandatory part of all park home business. The existing key insurance element was stripped out as it was considered to be substandard with a large excess and low limit of indemnity.

Keycare now offers valuable protection to all clients, not just for caravan/ park home keys but for any keys attached to the branded key fob.

With Keycare being included on 100% of all new business the branded policy schedule and key fob are in front of clients and potential clients every day. This level of marketing exposure is rarely found in traditional methods of advertising.

Keycare is now being introduced as a cross selling tool throughout the business; this will encourage clients to purchase more than one product including motor, household and financial services.

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