

# APPOINTED REPRESENTATIVE

## Route Map



## WHY SHOULD YOU CONSIDER MOVING FROM YOUR CURRENT ROLE?

### Security

- You have been with your current employer for 10+ years
- They have promised you that your job is secure despite the rumours

### Bonuses

- You are on target to achieve a decent bonus this year

### Pension

- The company have matched your pension contributions up to 3%



After all, you have responsibilities and a number of concerns:

### MY WIFE/PARTNER

- She has been a rock throughout the 10 years with your current employer
- She feels you are undervalued and gets cross that the MD drives round in a company Porsche, whilst you get an Astra
- She wants you to progress but she struggles with change

### MY FAMILY

- Although your 2 children are only 6 and 4, you intend to send them to private school; it did you no harm after all
- The fees are extortionate and they will stretch you on your current package

### POTENTIAL INCOME DROP

- Your boss wants to remain independent but the profit ratio is too low and he has indicated that expense savings are in the offing
- He has promised you that your job is secure but has hinted that there will be no increases this year and that the bonus system may be scrapped

## MORTGAGE

- You both wanted the new house but you knew the mortgage would stretch you
- Now there are rumours of a long awaited interest rate increase which could add £400 per month to your repayments
- You need that pay increase or at the very least the bonus, as originally promised

## CAN I RUN MY OWN BUSINESS?

- Your father in law thinks that you should start up on your own and not just work to allow your boss to live an expensive lifestyle
- But you have always been employed and you are uncertain that you could run your own business
- Anyway, how could you deal with the income drop in the first year?

## WHAT IF IT ALL GOES WRONG?

- You could lose your house
- The kids would have to go to state school
- You would look like a fool
- What would it do to our marriage?



## BUT COULD YOU BE MISSING AN OPPORTUNITY?

### THE SIMPLE ANSWER IS YES

#### WORK FOR YOU AND YOUR FAMILY, NOT FOR AN EMPLOYER

- Believe in yourself
- Run your own business, making a good living for you & your family

#### MAXIMISE YOUR CLIENT RELATIONSHIPS

- You are the one that wins the clients
- You are the one that gives such a good service that 95% of them stay with you each year

#### EARN FAR MORE FOR YOUR EFFORT, EXPERIENCE AND SKILL THAN YOU CURRENTLY DO

- Compare your current salary with the income you bring in- what percentage is it?
- As an AR you will retain 60% of the earnings on business you win/retain
- A typical Account Executive controls around £150k of earnings and gets paid around £40k plus possible bonuses that may add 10-15% to that figure
- An AR controlling £150k of earnings would take home £90k!!!

#### CREATE YOUR OWN BUSINESS

- If you succeed as an AR, why shouldn't you succeed as a broker?
- We encourage AR's to develop their own businesses to the point where there is a compelling argument to gain their own approvals and trade as a broker in their own right

#### LEGACY FOR YOUR CHILDREN

- Being self-employed means that your skill creates wealth for others
- As a self-employed AR you are creating wealth for you and your family
- You are creating a business that can be handed down to your children



## **OK, YOU MIGHT BE INTERESTED; WHAT DO YOU HAVE TO DO NEXT?**

- Put together a plan of action to take you from your current role through the optimum point to resign and into your first year as a self-employed AR
- You need a Business Plan with timelines to ensure you stay on track
- You need to consider your financial commitments and how you will meet them in the period from leaving your employer through your first trading year

## **PUT TOGETHER A 1-3 YEAR BUSINESS PLAN WITH SUPPORT FROM GAUNTLET**

- Your business will need a well thought out and realistic plan of action
- What will differentiate you from the rest of the market?
- How will you segment your market? Will it be geographically, by industry or sector?
- How will you organise your diary?
- How and when will you liaise with Gauntlet to build relationships with the team?

## **PUT TOGETHER A PROPER SALES PLAN – HOW WILL YOU WIN AND RETAIN BUSINESS?**

- Do you have existing clients that will follow you?
- Do you have a pipeline of prospects?
- How will you market yourself?
- What will be your sales proposition?
- What hit rates do you expect to achieve?

## **PUT TOGETHER A CASH FLOW ANALYSIS WITH SUPPORT FROM GAUNTLET**

- You have some existing clients that will follow you but not until your covenant expires
- You have a promising pipeline
- How does this translate to earnings month by month over the next 1-3 years?

## **TALK THROUGH WITH YOUR FAMILY**

- They have been supportive and you must consult them in this decision
- Have you had an honest, open discussion with your wife/ partner?
- Are you as a family prepared to take the risk of self-employment to gain the kind of rewards available to you if you build a successful business?
- Do you have a financial cushion to get you through the first few months?
- Are you 100% aligned as a family?

## **IF IT ALL STACKS UP, TAKE THE PLUNGE!!!**

- Just an application form to complete and then you are off

## WHAT SUPPORT WILL I GET FROM GAUNTLET?

- **A lot** - we have supported many people through this period and we will be there for you
- In reality, the **support you get from the Gauntlet team** frees you up to do what you do best - win and retain your clients
- **Family support** - we will do all we can to help you to reassure your family that it is the right decision to go self-employed as an AR. We will happily talk with your partner about how the change will feel, and how many other people have successfully made the move
- **Planning support** - we will help you to build Business, Sales and Cash Flow Plans
- **Mentoring support and personal coaching** - we will provide you with regular reviews and guidance to help you through the transition and help you to achieve your plans for growth. You will also have a mentor who will be available to you to bounce ideas off, to listen to your concerns whilst ensuring that you fulfil your potential

## BACK OFFICE SUPPORT WILL GET FULL SUPPORT IN AREAS INCLUDING:

- **Account handling:** our team will look after virtually all of your back office administration
- **Broking:** we have a wide range of relationships with Insurers and Lloyds Brokers
- **Credit control:** although you will be fronting this with your clients our team provide a premium collection service and settlement to insurers
- **IT:** Gauntlet use leading edge systems that you can access from anywhere in the world
- **FCA compliance:** you will automatically be included under Gauntlet's approvals, and we will complete all regulatory returns

## WHAT ADDITIONAL BENEFITS ARE THERE?

- FCA authorisation as an Appointed Representative of Gauntlet
- Your own branded Gauntlet website\*
- Personalised stationary\*
- Branded email campaigns\*
- Credibility and trust through association with The Willis Network and The Gauntlet Group
- Professional indemnity cover
- Training
- Generous levels of commission
- Premium finance
- Access to the Willis Commercial Network facilities

## WHAT DO I NEED TO PROVIDE?

**Customers** - You will need to generate new business.

**Professionalism** - Gauntlet has built a reputation for professionalism and integrity. Only those who can demonstrate that they can achieve and maintain Gauntlet's standards will be accepted.

**Commitment** - Setting up your own business takes time, money and energy. We will help you create your business plan which will show what needs to be achieved in the first three years and what your financial commitment and returns will be.

Contractually we don't ask for a minimum commitment period but our notice period is 30 days. This compares **very favourably** with most of our competitors who would usually look for a minimum commitment of 12 months.

**Computer systems** - You will need a computer capable of internet access and to produce documents in word and excel. You will need a scanner, a fax machine and a telephone line.

**Telephone** - Most AR's receive their own calls, with any overspill being re-directed to Gauntlet.

**Office space** - Depending on the size of your planned business you can either work from a laptop anywhere you have internet access or you can set up your own office.

**Car** - You will need to see clients and as such will need to have your own transport.

\*Only supplied by us if trading as part of the Gauntlet brand

## ANDREW'S CASE STUDY

### GAUNTLET A.R. RELISHES BEING HIS OWN BOSS

Joining Gauntlet Group as an Appointed Representative was “undoubtedly the best decision I ever made”, says South Yorkshire-based AR, Andrew Stubbs, managing director of Gauntlet Stubbs.

The Rotherham-based insurance professional founded his own insurance business in January 2015 and hasn't looked back since, being highly content with a year-on-year organic growth rate of 5-10% and with no desire to grow larger than that or employ other people.

Doing things his way suits Andrew Stubbs, particularly when his way is nothing like the approach adopted by the large insurance brokers and consolidators. He puts his success down to being very much the local person within South Yorkshire and always being available to clients, no matter when they call his mobile phone.

“My clients have sometimes been with these large brokers and cannot say who is managing their account or how to get hold of them. In fact, they have to speak to someone different every time. When they come to me, they know they can always deal with me and that I will care about their business. With the consolidators, all they got was someone caring only about their commission and earnings, with clients just being a statistic.”





With this personal touch and the commitment to turning quotes around in a very swift way, Andrew consistently achieves a 95-98% client retention rate, with the only losses being businesses that have sold up or closed for some reason.

Whilst he admits that he was fortunate to not be under covenant and was able to bring 12 boxes of prospects with him, Andrew says the box files have never been opened. Some clients just followed him anyway and finding business has never been a problem thereafter.

“Whilst the first year is relatively hard, the market is crying out for local brokers. It is not difficult to find clients, if you put a few hours a day in at first and then keep that sort of approach ticking over. It’s not rocket science. I do no ‘marketing’ as such, I just talk to people and listen to the sort of insurances they might want. I keep a pad and pen with me and note their renewal dates. Those are dates that then stick in my head; in fact, I can drive around the town, spot businesses and tell you exactly when they are due to renew.”

He admits that he was “sick to death” of what he calls being someone else’s “servant” prior to making the move to set up as a Gauntlet Appointed Representative. He was doing the hardest job in an insurance firm - that of making sales - and the job with the least amount of stability and security. Now, he can make his own sales and be his own boss, working as much or as little as he wants to and doing things his way.

Having worked in both underwriting and training, he had a great grounding in a wide number of insurance industry disciplines and was able to talk to people at all levels. He still “cuts his cloth” when handling clients, according to who he is dealing with, tailoring his approach to suit the individuals concerned.

He also adopts a personal approach to risk placement, largely choosing to work with two or three underwriters with whom he has developed a personal relationship, rather than necessarily using the broking support that Gauntlet can provide.

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The majority of his business comes from word-of-mouth recommendation and he is always quick to ask existing clients who is based in their building or next door to them, so he can build a pipeline of leads.

Having turned 60 in 2022, he is relishing enjoying life a little more, travelling abroad, whilst still being in full touch with client files and documentation, thanks to the Acturis technology that Gauntlet's ARs can benefit from. Working from a villa in Spain has already had its attractions on two occasions this year.

He is also aware he has a great prospective exit route from the business, whenever he may decide the time is right, with Gauntlet able to buy its Appointed Representatives' books of business, either in whole or in part and even in a staggered way, to suit the AR's requirements. One day, the dream of driving a campervan around the world will be realised.

His advice to anyone considering becoming an AR is to do their homework. He initially approached another network, only to find no response when he sent through test quotes. Having learned of Gauntlet and its association with Willis and WTW Networks, he spoke to Roger Gaunt and the rest is history.

His other tip for account executives and sales specialists wishing to set up their own insurance brokerage is to be prepared financially. Not all will be as lucky as he was. Despite not being tied into a covenant, he set some money aside, to tide him over during the first year and would recommend that all new ARs do this.

"There is business and money to be had, if you know how to sell. There just is. You just have to find it," he says. "The first year is hard but it gets a lot easier and it's worth battling through. I now handle half the amount of business that an account exec looks after, yet earn more on it and have far less stress. That's what being an AR is all about. You just have to look after your clients and the whole thing runs seamlessly."

Having so much experience, with his first insurance role having been with the Prudential in 1982, Andrew has benefited from being able to focus on sales and client relationships, leaving Gauntlet to deal with aspects such as compliance, accounting, money handling and IT.

"Gauntlet has micro-managed me," he says. "They recognised that I was an honest and trustworthy person and qualified enough to just get on and do things, working with them just when I needed them to be on the end of the phone for me. This is the reason the relationship worked. I'm my own boss and I can largely do everything my way."

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## FROM CONCEPT TO REALITY

### OVERVIEW

If it was easy to unlock an individual's motivation, everyone in the world would be focused, committed and confident of achieving success.

The truth is that the light bulb moment only happens to a relatively small proportion of the population and of those, an even smaller number stay the course.

Those that do stay the course are usually the ones that achieve success both professionally and personally.

### WHY SHOULDN'T THAT BE YOU?

The moment from which you decide that your current employment situation is untenable to the moment that you become an Appointed Representative can be as short a period as you want it to be.

We recognise (and prefer) that you will need to get your head around planning your exit from employment, working during your covenant period and planning for your future business. In fact, we will not agree to you becoming an Appointed Representative of Gauntlet if you do not have robust and realistic Business, Sales and Cash Flow plans.

As a matter of priority you must talk about your plans and ideas through with your partner to resolve any concerns that they may have whilst ensuring that they are 100% behind you when you make the jump to self-employment as an Appointed Representative.

We want you to succeed, so not only will we give you a lot of support, direction and encouragement to write and achieve your Business plans, but we will also be there for you should you need moral support, or if you would like us to talk with your partner.



## WHAT WILL YOU NEED TO DO AND WHEN?

1. Really think through your current employment situation and be sure that you are ready to take charge of your life and become a self-employed Appointed Representative
2. Put together a timeline plan covering how you intend to make the change happen, including the optimum date to resign your current position, detail of when your biggest renewals are due and the activities that you will employ during your covenant period
3. Talk with your partner and ensure that they support your decision
4. Talk to Gauntlet about your plans - send us a copy of them along with your CV
5. If we are confident that you really can make a go of the Appointed Representative role, we will ask you to complete an application form and we will quickly review this along with your business, sales and cash flow plans to ensure that you are setting off in the right direction, (if you are not we will give you a sort of Business Advice Sat-Nav session to start you off in the right direction!)
6. Once all the paperwork is approved we will arrange:
  - For you to meet with your back-up team
  - To set up your IT connection
  - To organise training on our mainframe system
  - Meeting to create your unique website
  - To put a programme into place of contact, support and reviews for the first 3 months to ensure that you have all the tools you need to hit the ground running
7. From there it is largely down to you to use your contacts and experience to build your book, although we will be there at all times to give you all the support and guidance that you need

## BELIEVE IN YOURSELF

- Believe in yourself and you can achieve things you never thought possible
- Believe in yourself and you can discover new talents hidden inside you
- Believe in yourself and you can reach new heights that you thought impossible
- Believe in yourself and you can tackle the hardest of all situations
- Believe in yourself and you can make the complicated things seem simple
- Believe in yourself and you can learn the skill of gaining knowledge from experience
- Believe in yourself and you can perform way beyond your expectations