

The appointed representative network  
for ambitious local brokers with national reach



## Grow with Gauntlet

Business opportunities with the  
Start-up and De-authorising AR Broker  
Network that powers your success.



## Introduction

For many ambitious and talented insurance account executives, establishing an insurance brokerage is a dream.

For some dedicated brokers, who have not been able to get all the stars to align for them, running a brokerage has become a nightmare.

Either way, Gauntlet Group has the pathway and winning formula to help you compete, succeed and excel, regardless of which bracket you fall into.

Whether you wish to become a start-up broker, or relinquish direct FCA authorisation, Gauntlet Group has become the go-to network for professionals like you.

With a network of ARs across Britain, we are regarded as the network of choice, for those with the credentials that suit our unswervingly high standards.

**We are the only network that will truly partner in your growth and which was founded by a broker who has been on your journey. That insight is key.**



## The Essence of our Offer

Gauntlet's is a dynamic solution. It's one that's championing the renaissance of the local broker, by giving them a level of buying power that helps level the playing field with the consolidators.

It's one that is built on the Appointed Representative model, but which adds many facets to that model, which you cannot find elsewhere.

**It's old-fashioned broking ... but with a contemporary, 21st century twist. It's the twist that makes it so compelling.**

It's one that has been honed and augmented since 2009 and which is focused on the star performers within the broking community - the true professionals, who believe in great quality customer service and client relationship building.



## Start-up Brokers

Starting an insurance brokerage can be expensive. It can also eat into your time, if you have to try to build a customer base, whilst also juggling the requirements expected of FCA compliance.

The quickest and most efficient way to get started is the common sense approach - not trying to do everything or pay for everything yourself.

The best way to give yourself the chance of competing, is to make sure you get the buying power, national reach and first-class IT and sales systems at your fingertips. You are unlikely to be able to do this, unless you have help.

That help can be yours, if you start up your business as an Appointed Representative (AR), trading under Gauntlet Group's FCA permissions and allowing us to handle your FCA compliance.

We will supply all the back office and broking support you need and will even offer you an online Quote and Buy facility, so you can generate some 'quick win' sales.

**As a Gauntlet AR, you are never alone on your business journey. Being an AR - although it will entail a commission split agreement - also significantly de-risks your journey as a start-up, enabling you to achieve your business dream faster and more securely.**

**Are you ready to achieve that dream?**



## De-authorising Brokers

Many insurance brokers are in a low-earning trap. They do not have the access to market that enables them to compete and they do not have the IT systems that allow them to reduce their overheads. They are finding PI insurance adversely impacting their balance sheet.

They do not have time to do what they love most - broking - because they are too immersed in compliance and handling business duties such as accounting. Just listen to one of our brokers talk about this: <https://bit.ly/3JFWxBe>

Such brokers are earning much lower incomes than they envisaged when buying or renting an office, but cannot offload that overhead, because they do not have the IT to facilitate working from home.

Yet they do not wish to sell, or retire and lose the social life associated with their broking life.

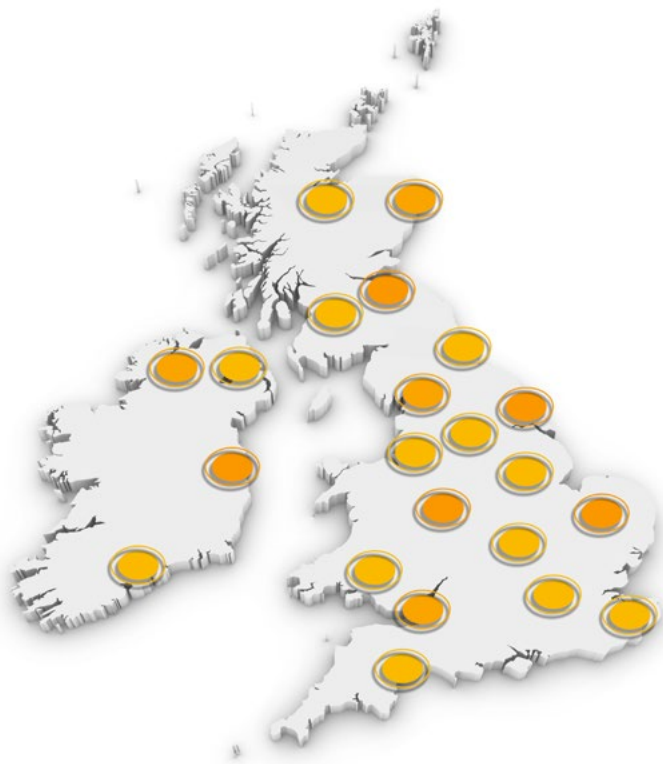
If this is a familiar story, you CAN get out of the trap. **Gauntlet De-authorisation Fast-track** is a tried and tested procedure, which helps brokers swiftly de-authorise, get all client records on to our systems and be trained in our Acturis IT software. We expertly handle the transfer of all FCA reporting responsibilities, as you transition from directly authorised broker to Appointed Representative in a matter of weeks.

As soon as you are onboard as an AR, you can get back to broking and escape breaking point. You can tap into our national reach and superb market access to boost your income, and strip away your costs and overheads, to spend less. It's a profitable move in all senses. Are you ready to make it?

## What You Get As a Gauntlet Appointed Representative

- ✓ Full FCA service and access to compliant systems
- ✓ Full onboarding training from our experienced team
- ✓ Full back-office administrative support from the team at Gauntlet HQ
- ✓ The opportunity to retain your existing brokerage name, or choose one of your choice.
- ✓ Access to award-winning Acturis IT and all of its functionality
- ✓ The option to brand yourself as Gauntlet, if you wish to do so.
- ✓ Full broking support, if you just wish to handle client relationships, rather than broking risks ... but it's your choice.
- ✓ Mentoring by both Gauntlet staff and a WTW Networks Business Manager.
- ✓ Impressive market access for the full spectrum of commercial insurances and for personal lines covers too.
- ✓ The opportunity to take advantage of the extensive training programme offered by the Willis Business School.
- ✓ Option to take up an online Quote and Buy facility for your network - to help you have an easy-to-manage income stream on which you would not ordinarily focus.
- ✓ Peer networking - at annual conferences and mid-term, growth-focused training events.
- ✓ Highly competitive premiums, stemming from our renowned buying power and national reach, plus exclusive policy wordings.
- ✓ Marketing and sales support.
- ✓ Access to markets we can service by virtue of being members of WTW Networks and the global Willis family.
- ✓ The potential to sell your brokerage to Gauntlet, when you decide to retire.
- ✓ Ordinarily no limits on the size of risks you wish to place.
- ✓ Support throughout your business journey.





## Our Difference

The previous page explores some of our unique selling points as a network, but please note that Gauntlet is the only network that will **partner in your growth** and invest in you.

We are continually doing this, helping our network partners grow and flourish, through new IT investment, by testing sales campaigns at head office, which we then transplant into your business, by offering you sales leads that we have harvested for you, in GDPR compliant ways, and by helping you make sales and gain business via our website - [www.gauntletgroup.com](http://www.gauntletgroup.com)

We are spearheading the local broker renaissance and putting broking back on the UK map, because we care about your future and your earning potential.

**We aim to be the first port of call for customers wanting a local broker with national buying power, who can deliver the service they want from an insurance provider, but powerful policy and premium benefits too.**

Are you ready to fight back against consolidation, boost your income, gain better work-life balance and escape the misery of the current 9-to-5 routine.

If so, it's probably time for you to be a part of our broker renaissance.



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