

# Gauntlet Brokerage Builder:

The 'Try Before You Fly' Route Towards  
Life as a Self-Employed Broker





## INTRODUCTION

Do you dream of running your own insurance brokerage and becoming your own boss?

Do you have all the insurance sales skills, as a proven and high-performing insurance account executive, to earn significant sums as a self-employed broker?

But do you also lack the ‘bridging funds’ – the financial resources that could see you through financially and allow you to make the leap into self-employment as a start-up broker?

Or, perhaps your family responsibilities mean you can’t even contemplate taking the risk of becoming your own boss, no matter how much you back yourself?

Until now, you had two options. **Stick or twist.**

You could stick with life as an account executive in a turbulent, consolidation-focused market, full of acquisitions and uncertainty and often poor service delivery to clients. You might never achieve your dream.

Or, you could try to build up a financial buffer and go it alone as an Appointed Representative, using a loan, parental gift or partner’s income, to get you through the early years, particularly when restricted by your covenant. You might try to succeed via this route but ultimately fail, due to there being too much pressure to go back to being salaried, if things don’t take off straight away.

Now, thanks to a compelling combination of innovative thinking and nearly 15 years’ experience in helping brokers run successful brokerages, there is a third option.

That option is *Gauntlet Brokerage Builder*, brought to you by award-winning Gauntlet Group, the leaders of the local broker renaissance. This gives you the best of both worlds.



## **WHAT IS GAUNTLET BROKERAGE BUILDER?**

*Gauntlet Brokerage Builder* could be the answer to your prayers, if you are trapped by either scenario described above. If you are not prepared to put in the hard yards, however, stop reading now. Whilst *Gauntlet Brokerage Builder* is a godsend, it is not intended to be easy. If you want to achieve your dream of becoming a broker, you have to want it and work for it.

In a nutshell, *Gauntlet Brokerage Builder* is an account executive talent programme, expertly devised by Gauntlet Group, the force behind the Gauntlet Appointed Representative Network. It is set to recruit insurance account executives who are masters of their craft and hone them, so they can launch as ready-made ARs, free from most of the risks facing those who go it alone from day one of leaving salaried employment.

You can regard *Gauntlet Brokerage Builder* as your route towards independence – a broking boulevard to negotiate, if you want to become your own boss and run your own brokerage. Through *Gauntlet Brokerage Builder*, you could be in that enviable position within 22 months, if you achieve the milestones laid out and the targets set.

## **HOW DOES GAUNTLET BROKERAGE BUILDER WORK?**

The first thing to point out is that this is a unique opportunity. No other network provider can offer you this chance to ‘try before you fly’, testing the waters of life as an AR, before finding your wings and becoming one, as long as you meet the programme criteria.

*Gauntlet Brokerage Builder* will offer opportunities to elite insurance account executives who cannot, for whatever reason, consider entering straight into life as an Appointed Representative (AR).

Account executives can apply to be considered for the programme and, if offered a place, will join Gauntlet Group as Broking Partner Designates on a 22-month fixed-term employment contract, carrying out designated and salaried roles, which come with some added employment benefits.

Taking this step may well mean a slight drop in basic salary but the programme has a monthly bonus structure that can soon compensate for that. This is just one part of the challenge that we set for you – ensuring that you can generate your own income. This is the key skill you will need, if you are to be a successful broker 22 months down the line.

## Challenge two is to hit two key sales targets in years one and two.

Do this and you will be halfway to achieving your 'broking baccalaureate' and exiting the programme as a fully-fledged Appointed Representative, just 22 months down the line.

### WHAT ELSE DO YOU NEED TO ACHIEVE?

We want to shape fully rounded individuals, who can make it as successful and high-earning ARs, once their contract with us expires. For us to be able to offer our *Gauntlet Brokerage Builder* programme's Broking Partner Designates an Appointed Representative partnership agreement, we need to see that they have acquired other talents and shown real commitment to future excellence and business success.

For this reason, we expect those who join the programme to:

- achieve Cert CII accreditation within the first 12 months
- create a robust business plan for their broking business
- have a website, logo, and sales, PR and marketing plan in place, by month 20
- be fully conversant with all of our standard and bespoke Acturis IT features, by month 20
- be able to present a sound cashflow forecast, by month 20



## WHAT HAPPENS AFTER 22 MONTHS?

If you have met the goals set and hit the required targets, we will offer you the AR agreement that accompanies this *Gauntlet Brokerage Builder* programme. It will take into account all the support you have received and have a slightly different arrangement to that which we have with ARs who chose one of our other routes into self-employment in partnership with Gauntlet. After all, they have flown solo, albeit with our ground-crew supporting them in many aspects of their business.

If you have not met the criteria, which would be very disappointing given all the internal support you will receive, your fixed term contract will simply end (assuming that we did not have to terminate it at any point prior to that point, for whatever reason, whilst you are effectively an employee of Gauntlet Risk Management Ltd).

## WHERE WILL I WORK?

This unique programme will be launched in two stages. Our initial tranche of account executives, who will be carefully selected, will be based in our Leeds head office. There, they can receive the day-to-day and face-to-face support of our Appointed Representative development team.

This will also allow our recruits to work alongside the first of our Broking Partner Designates, who is just embarking on his 22-month journey towards AR status.

The second wave of recruits will join in January/February 2024 and will either work from our Leeds office or opt to join our distance development programme, working from home but with continuous video-conferencing support and periodic face-to-face meetings. It will be the individual's choice as to which option to take up, based on what they believe will give them the greatest chance of hitting targets and achieving the required and non-negotiable goals.



## HOW DO I APPLY?

First of all, be realistic. How much income are you generating in your current role and is that down to your efforts or that of a team? Are you genuinely a high-flying account executive and someone who can generate sales from a standing start?

If the answer is 'yes', you should send your CV and a letter that expresses your desire to join the programme and reasons for that wish, to [RogerGaunt@GauntletGroup.com](mailto:RogerGaunt@GauntletGroup.com)

We are accepting applications, right now, for the first cohort of Broking Partner Designates within *Gauntlet Brokerage Builder*. If, however, you wish to apply for the second cohort, starting in January/February 2024, we will also accept your application now.

Don't later regret ignoring this fantastic opportunity, if you genuinely have what it takes to succeed. Apply today and let us judge whether you have the talent we want to see within the broking market, as we power on with our local broker renaissance.

The "I could never consider it" and "I could never afford to do it" hurdles have been removed through the arrival of *Gauntlet Brokerage Builder*. There's now absolutely nothing to stop you becoming your own broking boss, if you have the talent, the drive, the self-belief and the right level of commitment.

