

## Gauntlet Phoenix

**The second-time-around AR proposition  
for brokers keen to get back to broking**







## INTRODUCTION

Gauntlet Phoenix is one of four ways in which an ambitious insurance broker can join the Gauntlet AR Network and build a brokerage as an appointed representative (AR).

It sits alongside Gauntlet De-authorisation Fast-track (for directly authorised brokers changing their status to AR) and Gauntlet Brokerage Builder) for individuals who can only make the move to self-employment if they have the security of building their future broking business whilst still earning a salary).

Then there is the traditional direct route, whereby an account exec immediately leaves their previous employment and becomes a self-employed broker start-up, partnering with the Gauntlet AR Network as an appointed representative.

Gauntlet Phoenix is the only one of these four solutions, tailor-made for professionals who have already been there, done that and got the 'independent broker' T-shirt. It is the only one that offers second-time-around brokers a solution ideally suited to their needs and which factors in their previous independent broker experience.

If you are a broker who previously sold your brokerage, but now find yourself free of any legal obligation not to trade, Gauntlet Phoenix can get you back to broking both swiftly and dynamically. It's time to build yourself another income pot, with our help!

## **CAPITALISING ON THE HUGE OPPORTUNITY PRESENTED BY CONSOLIDATION**

Gauntlet Phoenix first became available as a route to becoming an AR with Gauntlet, in autumn 2024. That is when we, as a hugely successful and award-winning AR principal, marked 15 years of helping to create successful insurance start-up businesses.

That has a deep significance. Having supported appointed representatives since 2009, we have seen a sea change in insurance distribution in the UK over the past five years. With 232 mergers and acquisitions in 2023 alone and a similar run rate in 2024, the insurance distribution market has shrunk. Consolidation has led to the disappearance of many dedicated brokers who understood their clients' businesses inside out.

**Gauntlet Phoenix, ironically, is the tailor-made solution for those who were beneficiaries of the consolidation frenzy when they sold their original brokerage.**

It is the AR proposition for brokers who recognise that consolidation has now gone too far that there is a massive opportunity for anyone who can reverse the process and offer clients personal, face to face and informed insurance advice.

Gauntlet Phoenix is just one of the ways in which the Gauntlet AR Network is turning the tide on consolidation.



## WHAT IS THE OPPORTUNITY?

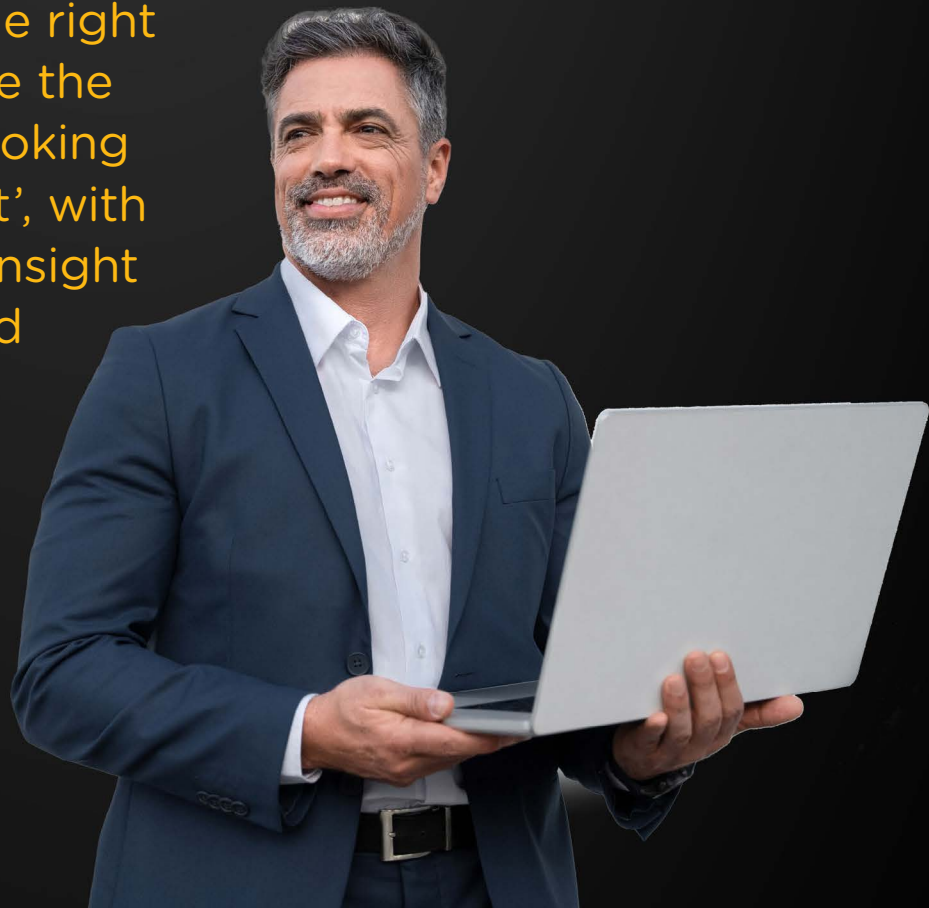
The opportunity for independent insurance brokers is significant. Firstly, if you have built and sold a previous insurance brokerage, you will know that these are cash-generative businesses in which you can quickly build profitability. You will recognise that, when stormy market conditions afflict other types of business, there is typically a safe haven to be enjoyed within an insurance brokerage. It is a business bolstered by the provision of mandatory and 'necessary' purchases and that can add much stability.

Secondly, consumers are tired of having to deal with unnamed individuals, working in remote call centres, where they are treated like numbers on spreadsheets. In fact, 40% go so far as to say they are "sick" of insurance provision via such large distribution centres\*.

Together, this presents a major opportunity to flick the reverse switch and take the insurance market back to a broker model that pours expertise into risk management and which is relationship-based. The world – even Facebook – is focusing more on the 'local community' and that presents any broker with a chance to capitalise on this mood.

To build a successful insurance brokerage, however, you need the right access to market and insurer contacts, the right skills and ability to build relationships with customers and cutting-edge IT.

Here at the Gauntlet AR network, if you have the right skill set, we can provide the rest. We call it 'local broking with a compelling twist', with the twist being the IT insight and technology-backed insurance service delivery that we can build into the broking process.



## WHAT ARE THE COMPELLING TWISTS WE CAN ADD?

The Gauntlet AR Network has taken multi-award-winning Acturis IT systems and developed our own bespoke modules within them, to drive the growth of our appointed representatives and analyse all of their cross-selling opportunities.

Furthermore, we have conducted pilot exercises with Brokerbility, of which we are a leading network member, to assess where further sales opportunities lie for our ARs.

Armed with all of the data, tremendous access to insurers market-wide, plus all of the schemes available through Brokerbility, we are able to drive our local broker model to a new level of sophistication. This can help any returning broker start up again with a powerhouse of a network behind them.

Equipped with all that the Gauntlet AR Network can provide, they can deliver a personalised commercial and personal lines insurance service but do so backed by the best premium and cover combinations available and products that carry enhanced and highly attractive commission levels.

With this in place, their relationship building provides the compelling competitive edge that adds new levels of customer satisfaction – the essential ingredient for rapidly growing a second new brokerage in today's market.

What our returning brokers can do is instantly add value in the distribution chain, presenting risk creatively and offering fair value products. With all the backing that we can provide, they can quickly bring in the fee income that makes starting up, for a second time, a very sound business decision.

## RESTART-UP BROKING FREE FROM DISTRACTIONS

With our proposition, former insurance brokers who take the decision to start a second insurance business can do so free from distractions. They can literally spend their time focusing on the elements that made them want to get back to broking – dealing with clients and generating sales – rather than being encumbered by compliance reporting, accounting and administrative duties.

All of that can become the remit of our back-office team, which has its systems honed and ready to work with any new appointed representative joining our network.

In a tightening regulatory environment, there is no need to get back to broking and suffer the strains and demands that probably made life frustrating during their first incarnation as a broker. By becoming an AR, you can literally just drive your growth, using all of the tools that we can provide.

## WHAT A GAUNTLET PHOENIX BROKER RECEIVES

We recognise that the insurance markets and compliance requirements may have changed since you sold your first brokerage, even if that was just a few years ago. On that basis, we provide you with an in-depth Refresher Session, to cover off all of these changes and bring you bang up to date.

We then walk you through the Acturis IT system and all of the bespoke add-ons created by Gauntlet. This will include a review of all of its cross-selling opportunities and other advanced functionality.

However, if you have never used Acturis previously, we can train you from scratch.



Similarly, we will provide you with full training in all current compliance duties, so you understand all that the FCA requires.

We also stage a Discovery Session, to help you, as a Gauntlet Phoenix broker, focus on your new marketing aims and target markets. During this, we identify any support that you require, be that a website, sales materials, or PR to announce your re-arrival in the market.

This will also allow us to pinpoint your core markets, help direct you towards any insurer schemes that could be useful, or seek to develop a more niche solution for you, if required.



## LEAD PROVISION AND SALES CAMPAIGN TESTING

As an AR network, Gauntlet AR Network has the distinct advantage of having its own direct sales team sitting at the heart of its operations. Rather than competing with our ARs, this team is a trailblazing unit, testing sales campaigns and identifying sales opportunities. Having created a blueprint for what works, they share their experience across the AR network.

They also drive a leads provision programme of which any AR – including our returning second-time-around Gauntlet Phoenix brokers – can take advantage, if they wish to generate some rapid early income in their second insurance brokerage. This can tide them over until previous clients are able to make a switch back to them, or until word about their new-look brokerage spreads.

## WORKING WITH YOU, NOT AGAINST YOU

We understand that, although perhaps a little rusty having been away from broking for a while, any Gauntlet Phoenix candidate should be more than capable of running a brokerage as a self-starting, sales-focused broker. On that basis, we can tweak our commission arrangements to reflecting the inherent experience of any broker joining our network as a returning broker.

As with any Gauntlet AR, you will have no limit placed on the risks that you can broke and you will not be prevented from having direct contact with insurers. These are aspects of being a Gauntlet AR that appointed representatives cannot enjoy with rival networks.

**We will partner with you in the true meaning of the word and invest in your growth in a variety of ways. This includes our AR network meet-ups, such as our Springboard event in spring and our autumn-timed annual conference. Both of these seek to inspire your sales and growth and ignite your interest in exploring new insurer products and opportunities.**

All of our events are brilliantly supported by insurer partners – an indication that they too recognise the huge advantage of working with local brokers and see that the route to doing this is through the Gauntlet AR Network, the driver of the local broker renaissance.

## NEXT STEPS

If you are keen to get back to broking, there is nothing to stop you doing that, if you are legally free to do so having served the 'term' required in the contract you agreed, when selling your first broking business.

We can typically get a new AR up and running in six weeks or less, which gives you a great opportunity to exploit the consolidation-impacted market and start to make a mark within your niche or local community very quickly.

The first step to take is to get in touch and have an initial discussion about your broking past and future. To do that, you can simply email [NigelLaw@GauntletGroup.com](mailto:NigelLaw@GauntletGroup.com) or call him on 07774 690436.

From there, we can arrange a meeting and discuss your intentions in more depth, getting all resources marshalled for your arrival, if we agree that your second-time-around business plan stacks up.

Gauntlet Phoenix is probably your opportunity to benefit from consolidation twice. This time, you will be giving the frustrated insurance seeker the sort of service they expect. You will also be exceeding the expectations of those who have suffered impersonal insurance provision, in our modern consolidated insurance market, without realising there is a much better way of securing the insurance advice and support they require.

**With all of this in mind, it really is time to join Gauntlet Group and turn the tide on consolidation.**



\* Your Insurance Marketing Wake-up Call - <https://www.catapultpr.co.uk/wp-content/uploads/2023/11/November-23-Insurance-Booklet.pdf>