

**GAUNTLET**

Partner of  Brokerability

# Gauntlet Brokerage Builder

**Ready to Go Self-Employed,  
But Not Ready to Go It Alone?**

A two-year supported pathway for experienced brokers who want to build their own Appointed Representative business.





# 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 build a successful business while self-employed?
- ◆ 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. You might never achieve your dream.

Or, you could try to build up a financial buffer and go it alone as an Appointed Representative (AR), using a loan, parental gift or partner's income, to get you through the early years, particularly when you may be restricted by a covenant.

Now, there's a **third option.**

That option is **Gauntlet Brokerage Builder**, brought to you by Gauntlet Group and developed after years of experience helping brokers grow successful businesses, not to mention some innovative thinking! This gives you the best of both worlds.

## Who are Gauntlet Group?

For more than 30 years, Gauntlet Group has helped clients navigate the insurance market, while its Appointed Representative Network has provided practical advice, strong market access, regulatory expertise and hands-on support to AR brokers since 2009. Now, Gauntlet Group and Brokerability form the broker network division of the Clear Group, working together to offer even greater choice and value to their broker network clients.



## What is Gauntlet Brokerage Builder?

Gauntlet Brokerage Builder could be the answer you've been looking for. It's not for everyone, and it's designed to be that way. If you are prepared to put in the work required to achieve your dream of owning your own broking company and being your own boss, then keep reading.

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 talented and ambitious 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.

Gauntlet Brokerage Builder is a pathway towards independence 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 two years, 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 an amazing opportunity. Seldom do you get the chance to build your own business, while being supported all the way. As long as you meet the programme criteria.

Gauntlet Brokerage Builder offers opportunities to elite insurance account executives who cannot, or do not wish to become an AR immediately. Perhaps there is a restrictive covenant in place from a previous employer, or maybe you don't have the financial backing in place right at this moment in time.

Commercially driven 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 24 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 24 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 dream of owning your own broking business and exiting the programme as a fully-fledged AR, just 24 months down the line.

## What we will expect from you

We want to shape highly competent, multi-skilled individuals, who can make it as successful and lucrative ARs, once their contract with us comes to a close. For us to be able to offer our Broking Partner Designates an AR 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, 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
- Understand the importance of FCA permissions and regulations



## What you can expect from us

- A genuine opportunity to build your own broking business
- Support around you from day one
- A 24 month fixed-term employment contract with Gauntlet Group, giving you time to build your pipeline, income and future business
- Employment benefits, alongside a monthly bonus structure
- Clear sales targets in year one and year two, giving you a clear pathway
- Business leads for you to grow from day one
- Access to a wide range of scheme propositions and specialist insurance solutions
- Access to new capacity markets, including mainstream insurers, specialist MGAs and London Market access points to support more complex or specialist client needs
- Support from experienced technical broking specialists and in-house risk management providers
- Learning and development opportunities to help you grow as a future business owner
- Opportunities to participate in networking events and build relationships across the market
- Compliance, regulatory, and marketing consultancy support
- AR status if you achieve the requirements listed above
- Continued investment in people, systems and technology, including new platforms such as Broker Insights Vision

**Over time, if you wish to transition to a fully regulated entity, we have the framework to support you as part of our Brokerbility network.**

## What happens after 24 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 other network ARs who chose one of the other routes into self-employment in partnership with Gauntlet.

If you have not met the criteria, your fixed term contract may end or you may be offered other opportunities within Gauntlet Group.



## Where will I work?

This unique programme is home or office based with either a permanent base or regular attendance at our Gauntlet Head Office in Leeds.

There, our Broking Partner Designates can receive day-to-day and face-to-face support from our AR development team.

This will also allow our recruits to work alongside other Broking Partner Designates.

# How do I apply?

First of all, be realistic. How much business are you personally generating in your current role or do you think you could generate? Are you genuinely a high-flying account executive and someone who can generate sales from a standing start? Do you have the entrepreneurial mindset to run your own business?

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

## **If you believe you have what it takes to succeed, apply today.**

If you have ever considered becoming your own boss and building a broking business, Gauntlet Brokerage Builder could be the solution. If you have the talent, the self-belief, the ambition and the right level of commitment, we want to hear from you.

0113 244 8686

[info@GauntletGroup.com](mailto:info@GauntletGroup.com) [www.gauntletgroup.com](http://www.gauntletgroup.com)

Gauntlet House, 15 Acorn Business Park, Killingbeck Drive, Leeds LS14 6UF

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