



GI Referral Service

Simplicity for you, quality for your customers



About First2Protect

First2Protect is a general insurance broker. It is the insurance services division of LSL Group and an AR of PRIMIS.

Established in 1999, First2Protect is based in Exeter, Devon.

A panel of leading insurers including LV and AXA provide underwriting for standard cases on a common policy wording plus non-standard insurers are available for more complex cases.

Why Refer?

Can't place it - rather than turn your customer away when you cannot place the cover yourself, refer them to First2Protect, who will tailor a non-standard policy to your customers needs.

Leave it to the experts - an increasing number of brokers are now choosing to refer all their GI cases, freeing up their time and leaving the responsibility for the advice and progress chasing to First2Protect.





Simplicity For You

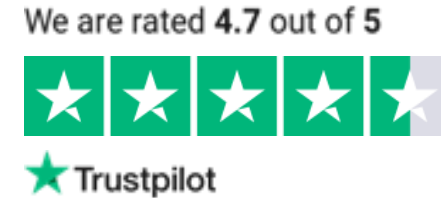
Our quick process saves you time while giving your customers expert advice and excellent service.

Advice and compliance is done on your behalf and you are kept in the loop with our automated updates.

Payments are monthly, you receive 17.5% of net premiums for New Business and Renewals.

You will build a valuable book of GI income. We typically convert 1 in 2 referrals and retain around 85% of renewals.

Quality For Your Customers



Comprehensive cover

Expert advice

Excellent service

Trusted brands

We insure the obscure



Buildings and/or contents cover for all standard GI cases plus:

- Landlord portfolios
- Non-standard construction
- Unoccupied/works in progress
- HMO's/Company BTL's
- Occupied by family members
- 2nd homes/holiday lets
- High net worth
- Flood/subsidence areas
- Claims history
- Convictions
- Adverse financial history
- And many more...

And what we can't cover:

- Self build during construction
- Park homes

We are called **first2protect** for a reason

insurance services

first2...the trophy

Voted Best GI Provider by Primis brokers in 2017, 2018 and 2019 until Covid put a temporary end to our winning run

first2...help

Our business development team will respond to your queries quickly and customers calls are answered on average within 90 seconds

first2...cover

70,000 customers have their properties protected by our comprehensive policies

first2...care

Putting people first is one of our core values. You and your customers are at the heart of our business





Lets hear from your peers

'First2Protect are a key part of our business. Their service is excellent and the referral process is swift and easy to follow.'

Steven Bates, Giraffe Financial

'F2P's referral service is very effective. I can trust them to look after my clients, allowing our advisors to focus on mortgage and protection.'

John Morrison, Morrison Ward Associates

'H D Consultants integrated the First2Protect referral service into our mortgage sales process. We get weekly reports and the passive income, for no cost in time or liability, is very welcome. The process works, and is financially very viable for us. Thanks to Rob and his team for an excellent relationship so far and we hope to grow this even further.'

Howard Reuben, H D Consultants

'We receive a fantastic service from First2Protect, giving us the confidence that our clients are covered for their Buildings & Contents insurance from the moment they complete, all at a competitive price.'

Alison Winterburn, RSC New Homes



Arrange an appointment,
First2Protect will do the rest

1. Warm the client
2. Arrange an appointment
3. Submit the referral via the link*:
<https://www.first2protect.co.uk/working-with-us/referral-form>
4. Automated case updates are emailed to you
5. Commission paid around the 27th, one month in arrears

PRiMIS.

*AR's can refer
straight from
Toolbox

Dedicated Broker Support



Rob Hole
Head of
Business Development



Matt Voysey
Business
Development Manager

- Recommendations on embedding referrals into your sales process
- Identifying opportunities to grow your GI book
- Individual & team training sessions to maximise lead volumes and conversion
- Prompt resolution of queries

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first  protect
insurance services