



**countrywide**<sup>®</sup>  
it's your independence

stand out from the crowd  
for all the right reasons



# introduction

---

The benefits at a glance:

- Enhanced commissions
- Rating advantages
- Guaranteed service standards
- Extensive product range
- Exclusive products
- Maintain independence

## Generating advantages and producing results

Countrywide is about helping you to generate advantages - advantages for your business and advantages for your customers. Ultimately, it's about producing results, whilst retaining your independence.

With over 20 years experience, the Countrywide Network represents the voice of over 400 independent intermediaries and offers commercial and personal lines brokers the backing of the largest insurers operating in the UK.

## What Membership really means to our brokers

The Countrywide Network brings you the assurance of quality and the backing of experts which will help you to differentiate your business. Now, more than ever, it is important to stand out from the crowd – for all the right reasons.

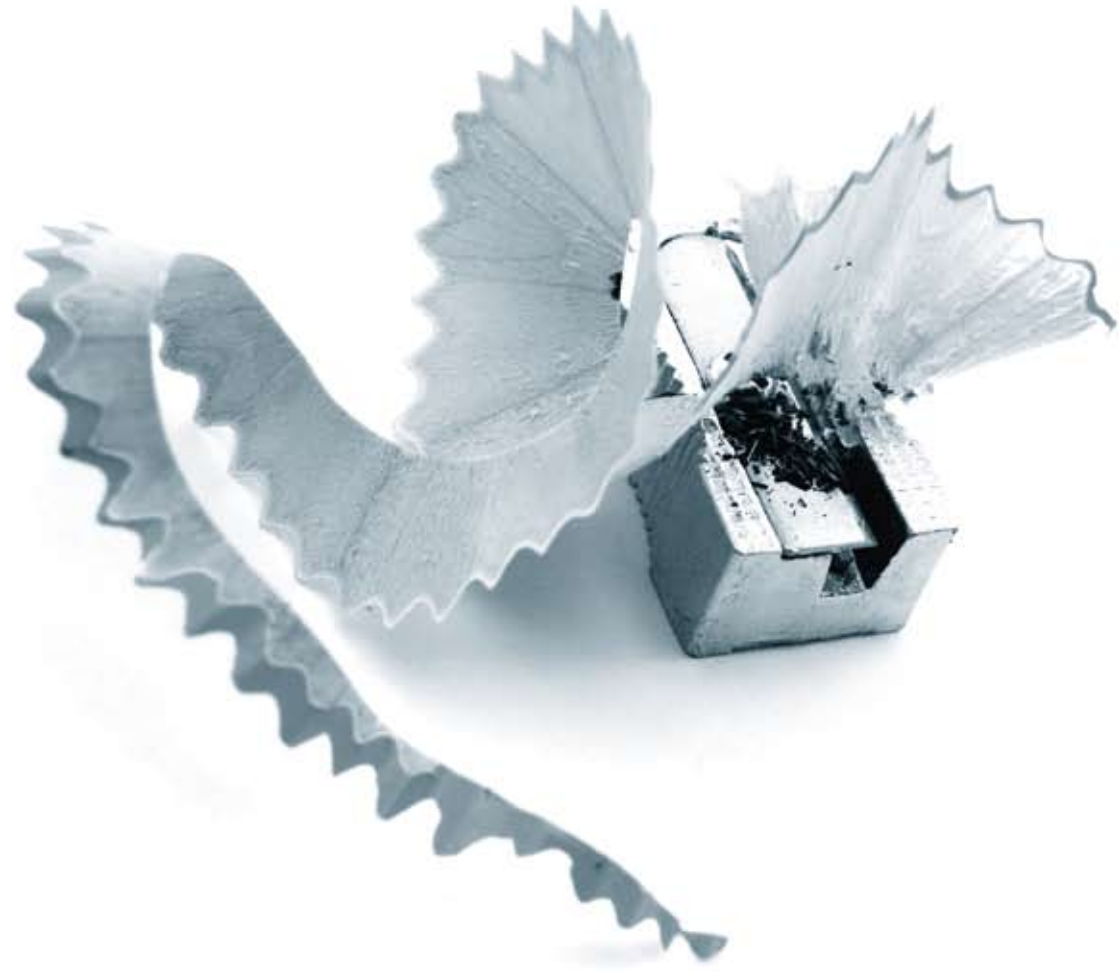
Countrywide offers you immediate enhancements to your product suite and strength to your service proposition.

Our Membership package includes a whole host of benefits from enhanced commissions and rating advantages, agreed service standards and exclusive facilities.

Many products are exclusive to Countrywide and there are growth initiatives for those who wish to commit to specific business lines and insurers.

Countrywide focuses on support not control. As a Member, you'll remain totally independent and retain the freedom to place business wherever you wish.

countrywide – more than a  
sensible business decision



# contents

---

**insurer services** 5

The power behind Countrywide  
Insurer partnerships  
The service

**support services** 7

Broker support  
A dedicated resource  
Growing with technology

**a sensible decision** 9

# insurer services

---

The benefits at a glance:

- Key partner status
- Access to well known insurers
- Dedicated insurer relations team
- Improved commission rates on personal and commercial lines products
- Exclusive products
- Niche product providers

## The power behind Countrywide

The Countrywide Network represents a large proportion of the total GWP transacted in the UK's provincial broking segment. That's why being part of the Network attracts rewards from our insurer partners - rewards which give you the advantage.

One of the key aims of Countrywide is to help our Members' businesses to grow. Enhanced commission levels generate greater income. Better rates can aid in building a wider customer base and the range of products available creates an exciting proposition for your customers.

## Insurer partnerships

As a Countrywide Member you will benefit from a designated agency team to help you gain access to major insurers, thereby allowing you to experience the type of service only your larger counterparts would normally expect.

Our insurer relations team continuously work with our partners to ensure you get the best products - products that are right for your customers. They negotiate hard on your behalf and closely monitor performance so that improvements can be made for your benefit.

Countrywide offers access to an extensive range of personal and commercial lines products that cover a huge variety of standard and exclusive specialist markets to help you exploit new opportunities.

## The service

Countrywide makes business easier. We have agreements from insurers that ensure a higher level of service standards and many that also provide exclusive access to dedicated underwriting teams. Both result in less complications and greater levels of support for you.

get the best products –  
products that are right for  
your customers



# support services

---

The benefits at a glance:

- Dedicated broker support team
- Dedicated Business Development Managers
- Access to Open GI
- Access to PowerPlace
- Premium finance arrangements

## **Broker support**

Our Broker Support Desk advisers are highly experienced and equipped to answer any questions you may have relating to insurer products and facilities.

Direct access to the Broker Support Desk means you are only a phone call away should you need clarification on a product offering, for example.

## **A dedicated resource**

Our UK wide team of Business Development Managers (BDMs) work closely with you to provide one-to-one business support. Your BDM will act as a dedicated resource to bring you best practice from around the Network. They are tasked with examining your markets to help you get the most out of your Membership and will help you to identify any business opportunities.

## **Growing with technology**

Many of Countrywide's products are full cycle EDI and electronically traded, via technology provided by Open GI, for personal lines products and by PowerPlace for exclusive commercial lines products. These solutions are aimed at optimising your business processes and minimising your workflow costs.

Your BDM will help facilitate your Open GI system and unlock profit so that the most appropriate and profitable products are at the heart of your sales process.

PowerPlace supports the electronic trading of commercial lines business. Its ability to link seamlessly with the existing Open GI system streamlines the quotation to sales process, for commercial products.

optimise your business  
processes and minimise  
your workflow costs



# a sensible decision

---

Countrywide is more than a sensible business decision – we deliver advantages every day and give you the freedom to grow your business.

If you believe now is the time to be part of something bigger and better, call us on **0844 8730 180** or email us at **[sales@countrywidenetwork.co.uk](mailto:sales@countrywidenetwork.co.uk)**

**Don't lose your independence.  
Gain the competitive edge.**

now is the time to be part  
of something bigger and  
better



# countrywide<sup>o</sup>

---

**for more information please contact**

Countrywide Insurance Management Ltd  
Hexagon House  
St James Business Park  
Knaresborough  
HG5 8PJ

T 0844 8730 180

[www.countrywideneetwork.co.uk](http://www.countrywideneetwork.co.uk)

