

“ Talk to the experts ”



## When you need a first class **solution**

**Are you looking for a high-quality Legal Protection package that can add value to your propositions and drive growth?**

If so, you've come to the right place! At FirstAssist Legal Protection we employ a dedicated team of industry experts who will work with you to develop Legal Protection solutions, designed to meet your clients' needs.

What can you expect with FirstAssist Legal Protection?

- Innovative solutions – we'll create a flexible package that works for you and your clients
- Expert advice – our highly trained team know the insurance market inside out
- Bespoke customer care – you will have a dedicated point of contact.

## You'll be **safe** in our hands

We've been winning business in the UK market for over 30 years. In that time we've earned an unrivalled reputation for creating tailored, class leading solutions for insurers, banks, brokers, affinity groups and law firms.

### Three things you should know about us:

- **We're a name you can trust:**

Our policies are underwritten by Great Lakes Reinsurance (UK) PLC and are wholly reinsured into Munich Re, who carry an AA rating from Standard and Poor. We also have the backing of Barclays Private Equity and are members of RIAD (International Association of Legal Expenses Insurance).

- **We have long standing renowned industry experience:**

Our highly experienced staff come with a wealth of knowledge and skills in all areas of the Legal Protection business. Coupled with our focus on quality of delivery and service excellence this culminates in a fully functioning and business enhancing package we are proud of.

- **We have unique capabilities:**

We really get under the skin of every business we work with, so that we can tailor our policies to meet your particular needs and those of your clients.



BTE insurance...has  
become more **important**  
over the years...



*The Market for BTE Legal Expenses Insurance  
prepared on behalf of the Ministry of Justice*

## You'll **benefit** from innovation

Our flexible approach to designing Legal Protection really sets us apart from the competition. In the last year alone we developed propositions which have enabled clients to expand their portfolios, save cost and stay ahead of their competition.

- **We offer choice**

From simple, standalone products to flexible, specialised solutions, all packages can be created and designed according to the needs of you and your clients.

- **We listen to your needs**

Do you have a book of specialist business that needs non standard terms? Would you like to increase the penetration of your Legal Proposition? How about improving your retention rates? We can design propositions to help with all of these things and more!

- **We move with the times**

We never rest on our laurels. As well as regularly seeking to expand our portfolio of legal benefits, we constantly review the Legal Protection market to ensure our products are always market leading.



I recommend that positive efforts should be made to **encourage** the take up of BTE insurance...



*Recommendation 7.1 Jackson report Dec 2009*

## You'll stand out with **excellence**

We are committed to delivering quality and effective partnerships for our clients. Our specialist team will look for ways to enhance your business where you may not have the time or knowledge to do so. We are here to make it easy, every step of the way.

- **Our staff are highly trained**

Each member of our team is highly skilled in the various disciplines of legal protection. Our expertise includes, amongst many skills, the management of solicitors' costs during Freedom of Choice claims and also the design of bespoke wordings and proposal forms to fit specific needs.

- **Leave the detail to us**

We can help develop sales scripts, crib sheets, marketing flyers and any other sales material you may need to encourage the growth of your business.

- **We will stay ahead of the competition**

We continually assess the protection provided by our schemes to ensure your clients consistently receive the optimum level of cover and true value for money.

- **Renowned in our field**

Our highly experienced management team is respected in the market and often consulted by the press and both industry and government bodies to advise on key matters relating to the Legal Protection market.



Legal **changes** have  
made LEI increasingly  
applicable to the UK



*Legal Expenses Insurance UK – Mintel 2008*

## You'll **succeed** with us

You want your business to flourish and so do we. Over the last 30 years we've partnered with many companies, identifying business opportunities that will help them increase market share and retain customer loyalty.

### How will we help you succeed?

- **We focus on your growth**

If you're looking to increase your sales volumes, offer great value to your customers and ultimately develop new revenue streams, we can help! Whether it be with practical suggestions to increase penetration levels, specialist additional products to broaden your portfolio, or brand new benefits to strengthen your customers' loyalty to you, we will deliver.

- **Our customer loyalty speaks volumes**

Our clients stay with us because they find our innovative approach and customer focus a refreshing change. When you enter a partnership with us, you will be appointed a dedicated point of contact who will keep you up to date on changes in the market place, and will take care of all your legal protection related enquiries.

- **We're committed to you**

Our success is based on sustainable pricing, a strong partnership approach, the ability to service broad product specifications, an ethical claims handling philosophy and a total commitment to meeting customers needs.

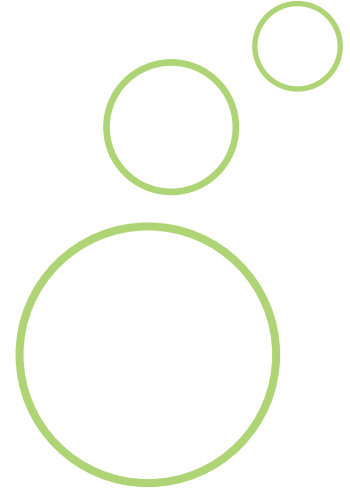


We know that when our partners succeed, we will succeed:  
this **drives** everything we do



*Graham Hollebon, Managing Director, FirstAssist Legal Protection*

## You know **who** to call first



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