



BUSINESSCARE UNLOCKS POTENTIAL FOR MORTGAGE BROKERS

13 October 2010 FirstAssist Legal Protection has launched the first BusinessCare scheme into the mortgage market in conjunction with Finance Avenue who are part of the Derbyshire based Life & Easy network.

BusinessCare will be sold under the brand ABCover, part of Finance Avenue's commercial mortgage offering. Finance Avenue has a strong SME client base ranging from start-ups to long running family businesses.

BusinessCare will provide Finance Avenue's SME clients with access to high quality and practical legal advice, information and document creation resources online and over the phone, 24/7, at the fraction of the cost of hiring a solicitor.

This survival kit for businesses will target the key areas of employment law, health and safety, debt and credit control and the complex area of employee health management. It is flexible and will suit each business type.

With statistics from Business Link showing that currently around 50 per cent of smaller firms spend about £1.4bn on external advice, Nigel Robbins, Head of Sales at FirstAssist, believes that this is a 'win-win' product for the mortgage broking market: "This is a very exciting deal and is part of our ambitious plan to open up new distribution channels for the FirstAssist BusinessCare package. As the mortgage market slows and lending continues to fall, BusinessCare enables commercial mortgage brokers to offer customers a new and relevant product, and in so doing build sustainable partnerships that will ultimately maximise their revenue."

Corin Holness, a director of ABCover, said: “We are excited to be offering BusinessCare via FirstAssist, which we believe will set us apart from the competition. The innovative legal facilities offered by BusinessCare are entirely relevant for our clients’ needs and in an uncertain market gives them peace of mind should they experience an employee dispute or an incident such as debt recovery. We see BusinessCare as an opportunity to add to our portfolio of products, boost client retention and generate new revenues.”

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Note to Editors:

FirstAssist Legal Protection

FirstAssist Legal Protection is a leading player in ‘Before the Event’ legal expenses insurance. The firm provides legal protection products to insurers, banks, building societies, brokers, affinity groups and law firms

Products include:

- Personal and Commercial Before the Event Legal Expenses Insurance policies sold both stand alone and as part of home, motor, travel and commercial insurance and banking packages by some the UK's leading insurers, brokers and banks
- BusinessCare, a survival kit for business owners sold both stand alone and as part of a Commercial Legal Protection Package

Registered Office information

FirstAssist Legal Protection is a trading style of FirstAssist Insurance Services Limited registered in England & Wales No. 04617110

FirstAssist Insurance Services Limited is authorised and regulated by the Financial Services Authority. FSA Register No.310671

FirstAssist Legal Protection policies are underwritten by Great Lakes Reinsurance (UK) PLC Registered in England and Wales No. 2189462. Great Lakes Reinsurance (UK) PLC is authorised and regulated by the Financial Services Authority. FSA Register No. is 202715.

For more information on the FSA’s Register visit the FSA’s web site www.fsa.gov.uk/register or telephone the FSA on 0845 6061234.

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