



BusinessCare To Boost Small Business Broker Revenue

London, May 2009.... Leading legal protection provider FirstAssist has today unveiled BusinessCare, a revolutionary new legal and compliance toolkit for SMEs.

SMEs faced with legal and regulatory challenges can now save money and free up time enabling them to focus on what they do best: running their business.

Providing leading edge technology backed up by expert advice BusinessCare will be targeted at specialist small business brokers and can be added to commercial package policies.

BusinessCare offers SMEs a time saving and compliant solution to the increasingly complicated legislative maze that smaller businesses face.

BusinessCare targets the key areas of employment law, health and safety, debt and credit control in addition to the unique area of employee health management – a topic not covered by any other equivalent package on the market.

A distinguishing feature of the site is its highly developed online document creation capability, enabling the compilation of over 100 complex legal documents with a minimum of expertise, all drafted in accordance with user's requirements through an intuitive 'question and answer' session. Once complete, the user even has the option of sending the document through to FirstAssist's specialists for a thorough legal review.

Andy Glynn, head of sales at First Assist, believes that government red tape has forced SMEs to be more proactive about their legal and compliance advice to avoid the rug being pulled out from under them in the event of a problem, but this doesn't come without costs.

"Currently, around 50 per cent of smaller firms spend about £1.4bn¹ on external advice on how to follow regulation. With small businesses struggling through the recession, it is vital that business owners are making informed decisions, over issues like debt recovery and making employees redundant, to avoid the often costly problems of ending up in court.

FirstAssist saw a gap in the market for a competitive SME product that allows owners who may need to consult solicitors, consultants or compliance experts to seek advice on regulation and avoid incurring significant cost to their bottom line by having access to a more cost effective service. With research showing over 50 businesses in the UK closing each day due to financial constraints² SMEs need to save costs across the board.

Mr Glynn believes that brokers have an opportunity to provide some vital assistance to their clients whilst maximizing their revenue potential: "Businesses still have to jump through

legislative hoops and need practical low cost solutions backed up by excellent customer service," he concluded.

e n d s

Note to editors:

¹Business Link research

²Federation of Small Business

About FirstAssist:

FirstAssist is a leading player in both 'Before the Event' and 'After 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 BTE covers sold as part of home, motor, travel and commercial insurance and banking packages by some the UKs leading insurers, brokers and banks
- Pursuit, the most innovative ATE product available to support CFA's
- A range of other products and services which provide unrivalled access to BTE and ATE covers for liability insurers

FirstAssist Legal Protection is a trading style of FirstAssist Insurance Services Limited. FirstAssist Insurance Services Limited is registered in England and Wales No. 04617110. Great Lakes Reinsurance (UK) PLC is registered in England and Wales No. 2189462. FirstAssist Insurance Services Limited is authorised and regulated by the Financial Services Authority. FSA Register No. is 310671. 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.

For further information please contact:

McGrory Communications

Geraldine McGrory

Tel: 0207 359 1269/07870 657 531

Joy Frascinella

Tel: 0207 359 1269/07951 479 504

FirstAssist Legal Expenses Insurance Ltd

Donna Napieralla

Tel: 0208 652 1316 / 07764 630 201