



## **FIRSTASSIST LEGAL PROTECTION BOOSTS SALES TEAM**

1st December 2009....FirstAssist Legal Protection today announced appointments in its After-the-Event (ATE) sales team to bolster its future growth plans.

Tim Porter has been appointed as Head of ATE Sales and now leads the team of field-based Development Managers who manage the day- to- day relationships with solicitors and intermediaries. Tim joined FirstAssist in November 2008 and has over 15 year's industry experience, working for a variety of insurance companies and brokers.

Emma Dunkling has been appointed as Sales Coordinator, a new role that has been created to provide dedicated support to the field-based team as well as offering telephone support to clients.

In addition to these appointments, FirstAssist continues to invest in its field-based sales team and is currently recruiting for a new Development Manager to cover central England.

Tim Porter, Head of ATE Sales said:

“Listening to our clients’ needs helps us to deliver a solution that promotes growth in their business.

We have seen an increase in enquiries over the last few months and we are confident this will continue so it's important we react now to support and develop our existing relationships and new.

Our aim is to grow our share of high value, complex and commercial business significantly. We now have a strong proposition underpinned by dedicated teams to help us achieve this.”

- **Ends-**

**Notes to editors:**

Photo Attached; Tim Porter, Head of ATE Sales.

FirstAssist is market leading UK provider of ‘After the Event’ legal protection. The firm provides legal protection products to brokers, affinity groups and law firms.

*Products include:*

- Pursuit, the most innovative ATE product available to support CFA’s
- Watermark, specifically designed to support standard personal injury claims on a delegated-authority scheme basis.
- Rebate, specifically designed to help insurers pursue their subrogation rights in a cost-free, risk-free way.

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