

# Welcome to Broker Network



It's our mission to make you more profitable. It's our job to give you a big voice in the marketplace. To help you gain the advantage, get the edge and beat your competition. It's a tough, fast-changing, demanding world and we aim to ensure that you are ready for your future.

When you join Broker Network you're instantly bigger, more powerful and more able to compete. With access to an unrivalled range of services and products you'll face your future with confidence.

In today's aggressive marketplace you will have the edge. Because Broker Network negotiates on your behalf with the UK's largest insurers direct. So you get better business terms, more commission and higher profits. Broker Network is the natural choice to free up your time, make the most of your business and reap the rewards you deserve.

When you join Broker Network you get access to fully integrated services with exclusive products and tailored solutions. And you remain independent - you're free to choose

your insurers, not pressured into using only a few. We know you've worked hard to build your own relationships with insurers and you know your own business. So, you choose the services you want from Broker Network.

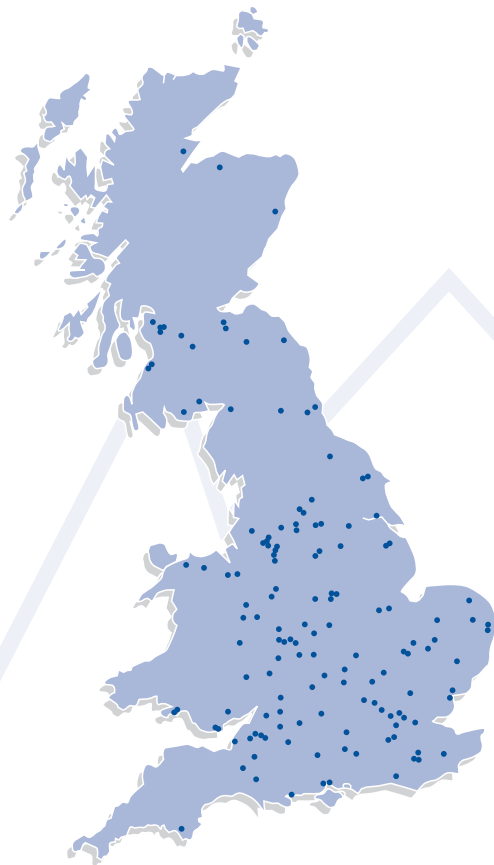
Broker Network has ten years of proven experience in helping brokers become faster and fitter, more flexible and less subject to the whims of the market. With National coverage, Broker Network has grown rapidly from a £20 million premium in 1997 to £300 million today and we aim to increase this to £500 million by 2006.

We are the number one voice of the independent broker and with more and more companies choosing to join Broker Network we urge you to come on board now - before your competition does!

Handwritten signature of Grant Ellis.

Grant Ellis  
Chief Executive Officer

More than 130 Members nationwide



Formed in 1994, Broker Network was the first dedicated network organisation for commercial brokers in the UK. Broker Network and Broker Network Scotland now has more than 130 Members and more than 100 staff in two offices - London and Harrogate - covering all the major regions in the UK.

#### HERE TO STAY

We're growing rapidly but we're careful too. We've made time to build firm foundations - we have more than £1M cash in the bank and pre-tax profit of £1M. The listing in May 2004 on the Alternative Investment Market of the London Stock Exchange has provided further strength and stability.

#### WE UNDERSTAND YOUR BUSINESS

And we're hands on. We run our own broker businesses, ones that our Members have asked us to buy to help them plan for their retirement, and we have staff with experience of working in and running their own broker businesses. So we know how to manage successful companies in today's ever-changing climate.

# A Powerful Force For You



The Network of Choice

---

Dealing effectively with your staff and their training needs is an integral part of your job, part of running a successful business. Employment law is complex and good, sound, common sense advice hard to find. And when HR goes wrong it can mean lost time, lost staff, lost money, and, if there are serious problems or mistakes, it can even result in a costly lawsuit and bankrupt broker.

### ONLINE SPECIMEN DOCUMENTS

You will get instant online access to a full range of HR related documentation via the Members' area of the Broker Network website including regularly updated specimen employment contracts, employee handbooks and all related procedures and policies.

### PERSONAL HR ADVICE

You also have access over the phone to professional HR advice from our specialists, including general and specific advice on the whole range of HR issues from sick absence, stress and maternity leave to equal opportunities, diversity and disability legislation, as well as staff recruitment, advertising, reference forms, offer letters and applications.

And you can also have a full HR audit undertaken on site by a qualified Broker Network HR Consultant.

# Comprehensive HR Guidance



The Network of Choice

# Marketing Your Business

*'Broker Network marketing has greatly assisted us in new business acquisition and development'*

Chris Chapman, Director

WRS Limited, Colchester.

Member of Broker Network since 1998

Word of mouth is not enough these days. We all need to talk to prospective clients directly and get positive publicity - in the press, through events, newsletters, brochures and direct marketing. But where do you start? Where do you go from here? How do you capitalise?

## A SOURCE OF NEW CUSTOMERS

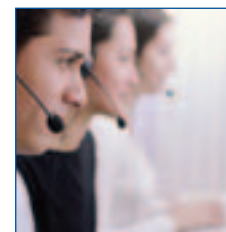
Members of Broker Network can access our free full marketing support service. We create off the shelf and bespoke marketing and advertising campaigns to suit your individual needs.

If you want to undertake a telephone marketing campaign, our experienced sales people search for prospects from an online database of over 2 million businesses. They'll agree the type and size of business you want to target and where they're located. They'll phone these prospects on your behalf then generate leads for you and provide follow-up letters for you to use.

All prospects are strictly validated against the Telephone Preference Service database - so no one is called who has requested a block. Each year we contact around 600 prospects for you and expect to secure an agreement from about 25% that you can pitch at renewal.

Some recent examples of telemarketing campaigns undertaken by Broker Network on behalf of Members are:

- Public Houses
- Charities
- Children's Nurseries
- Builders
- Directors & Officers
- Care Homes
- Joiners
- Manufacturers
- Glaziers
- Guest Houses
- Shops & Officers



## A PROFESSIONAL IMAGE

We design and create dynamic, vibrant marketing materials for you including brochures, flyers, newsletters, letterheads, logos and even websites. So that your material is always stylish, professional and eye-catching.

## GETTING YOUR WORDS RIGHT

If you need public relations campaigns or just advice and support, our PR team can give practical, sensible help by writing press releases, identifying relevant publications and liaising with the press on your behalf. And if a client letter is needed we have an enhanced suite of customer letters for Misys, Sirius or InsurE-com systems.

## KEEP YOUR BEST CLIENTS HAPPY

To help you stay in touch with your best clients we produce 'Insight', a twice yearly newsletter with your company details on, which you can send to your valued contacts.

## HELPING YOU HOST YOUR EVENTS

When you need a corporate event, we suggest suitable events and venues such as golf days and football matches. We can advise on the best way to get the best deal, book tickets and help with arrangements.

## BUSINESS PLANNING SERVICE

And Members with a portfolio of more than £5M also have access to our specialist on-site strategic business plan consultancy service.



Some brokers think, why should I join Broker Network? I'll end up just part of a bigger company. My business won't be my own anymore. I'll lose control and pay through the nose for it. I just can't see what's in it for me.

But our Members know that Broker Network is strong because they are independent. You know your market, your community, your business and your clients. You're unique. And Broker Network's power lies with your knowledge of how to be successful in your own community.

When you join you retain your own identity. You are the same business, with the same clients, the same market and the same ethos. But with vastly improved access to major profit enhancing products, contacts, insurers and services. That's because all the Members of Broker Network get stronger every time a new business joins - we increase our clout, buying power and access.

There are no restrictions on where you place your business, you choose your own clients - just like you do now - you have your own agencies with the insurers.

If you're not convinced, ask any of our Members how they feel and you'll get the same answer - Broker Network works!



## Staying Independent

*'Broker Network Membership provides us with the opportunity to grow our business whilst remaining independent'*

Beric Webb, Managing Director  
Beric Webb Associates, Tunbridge Wells.  
Member of Broker Network since 2000

The Network of Choice