

broadbench

Partnership Pack

Could Broadbench be your
perfect partner?



broadbench.co.uk   



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About Broadbench

Broadbench is regulated by the Financial Conduct Authority (FCA) and offers expert and impartial Financial Advice for Business Owners, Professionals and Contractors.

Our founder, Tom, is most at home by the sea. Why else would our company be named after one of the UK's finest surfing spots? In his life before Broadbench, he worked as a lifeguard, qualified as a firefighter and mortgage advisor and supported the growth of small businesses, so he also knows a thing or two about helping people.

Business owner, professional and contractor and friends and colleagues who struggled to secure mortgages without a traditional income often sought Tom's expertise. Realising the need for such a service and the potential for more time spent catching waves, he launched Broadbench in 2011.

Previous clients, word-of-mouth referrals and 5-star Trustpilot ratings saw the company quickly become the go-to source of mortgage advice for contractors in the UK.

As a flourishing, independent online business with a core team of expert staff, Broadbench expanded to provide insurance in 2014, having added the experience of company director, Mike. Together, they have never deviated from the company's founding ethos – to help business owners, professionals and contractors secure financial products that meet their needs.

With a focus on understanding you and your circumstances, Broadbench continues to innovate and enhance its service. By maintaining excellent relationships with its customers and the best lenders and insurers in the market, we continuously strive to make financial advice more seamless and accessible for the independent professionals most mortgage and insurance companies ignore.



Our Services

Business Protection

- Relevant Life Insurance
- Key Person Insurance
- Executive Income Protection
- Business Healthcare
- Shareholder Protection
- Business Loan Protection
- Professional Indemnity

Personal Protection

- Life Insurance
- Whole Of Life
- Critical Illness Insurance
- Private Healthcare
- Personal Income Protection
- Buildings & Contents

Mortgages

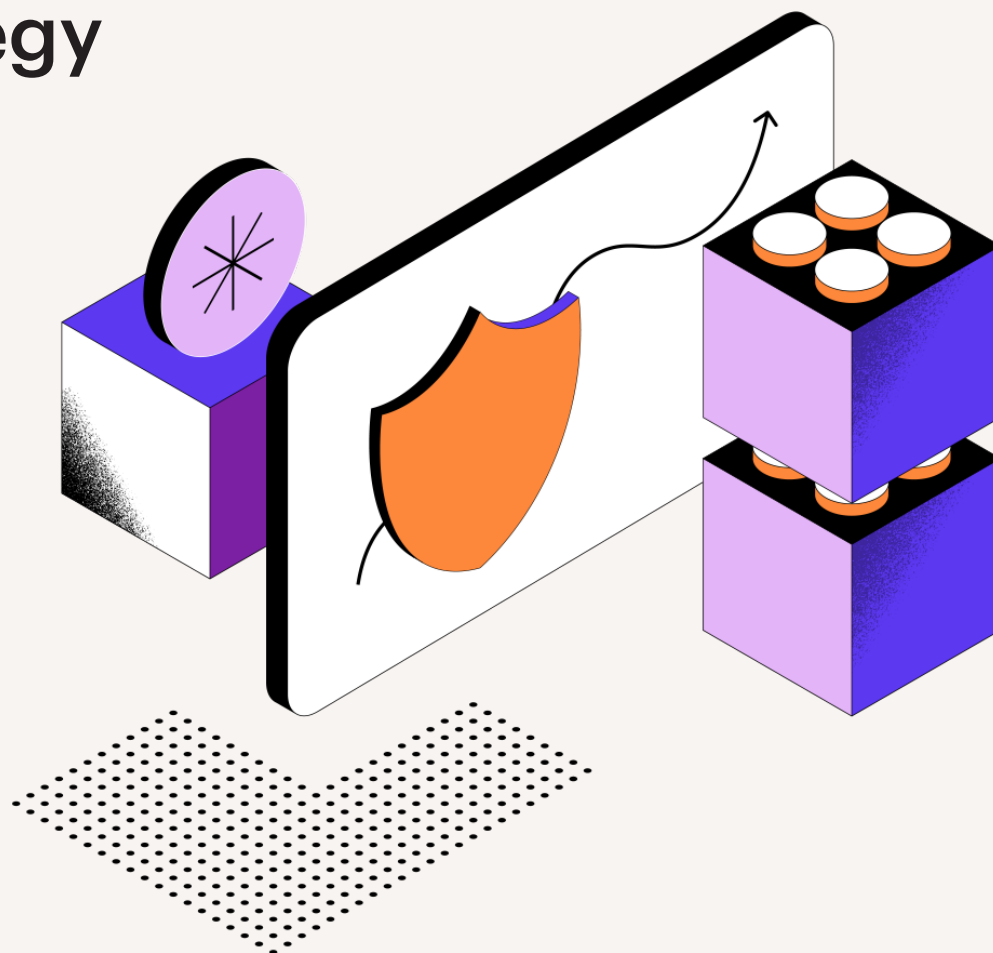
- First Time Buyer
- Home Mover
- Remortgages
- Buy to Let

Our Go-To-Market Strategy

Broadbench has 10,000+ clients and has built its business almost entirely from recommendations via successful partnerships with carefully selected accountants, financial advisers, well-connected business professionals, LinkedIn group owners, industry experts, and more.

It's this targeted approach, combined with our industry experience and expertise, that translates to a **conversion rate of between 30% to 60%** - depending on the product set.

As a fully remote online business, we keep our running costs low, which enables us to free up margins for our partners. This generates strong financial performance for both Broadbench and our partners.



What Our Customers Say

We are thrilled to be 5-star rated on Trustpilot.

“Great service! – I've been using these guys for years for my mortgage options as a contractor. Great service and knowledge. I've also got a few other products with them. Looking forward to many more years of great service. ”

★★★★★ by Alexander Delaney

Rated 4.9 / 5 | 384 reviews

★ Trustpilot

“Brilliant, as always – I'm a returning client of Broadbench, and I'm always impressed by their professionalism. Mike was incredibly helpful, and knowledgeable, and made the entire process smooth and stress-free. He took the time to ...

★★★★★ by Ali

Rated 4.9 / 5 | 384 reviews

★ Trustpilot

“Highly reccommend! Extremely helpful and took the time to explain and give all options for life insurance and income protection. Made the whole process very quick and smooth.”

★★★★★ by George Gordon

Rated 4.9 / 5 | 384 reviews

★ Trustpilot

“Extremely helpful organised and knowledgeable. All the information required was conveyed concisely in a personable manner. ”

★★★★★ by Liam

Rated 4.9 / 5 | 384 reviews

★ Trustpilot

“Contractor guidance. We have used the services of Broadbench for many years now and have always found the team to be highly professional. As a contractor, Tom and Emily have been excellent at securing the best deals for my ...

★★★★★ by MJ

Rated 4.9 / 5 | 384 reviews

★ Trustpilot

“Exceptional service and advice from Broadbench. I really appreciate the fantastic independent advise given and effort to get the positive outcomes in setting up the right Insurance policies for me and my business. Would recommend Broadbench ...

★★★★★ by Steve

Rated 4.9 / 5 | 384 reviews

★ Trustpilot

Partner With Us

Our partners come in all shapes and sizes. We work with accountants, financial advisers, well-connected business professionals, LinkedIn group owners, industry experts and more.

1. Income Generation

The opportunity to diversify income streams through financial services promotion.

2. Added Value

Add an extra string to your bow by assisting your customers with their financial needs through a trusted partner.

3. Trackable & Transparent

We'll issue you with your very own website URL - this helps us track your referrals and enables us to make sure you receive all the fees due too.

4. Your Clients Are In Safe Hands

We are passionate about providing excellent customer service, and we have 5-stars on Trustpilot.

5. Inform & Educate

Offering expert financial advice to help clients make an informed decision.

6. It's Easy

Becoming a partner with Broadbench is simple. We're a digital financial services business, we're here to help you 'plug and play' with slick integration and a range of marketing campaigns to help bring your partnership to life.

How Partnering Works

Whatever Works Best For You

Some partners use our digital tools and landing pages to refer client leads to us, while others prefer the personal touch of individually referring clients to us one at a time.

Digital Integration

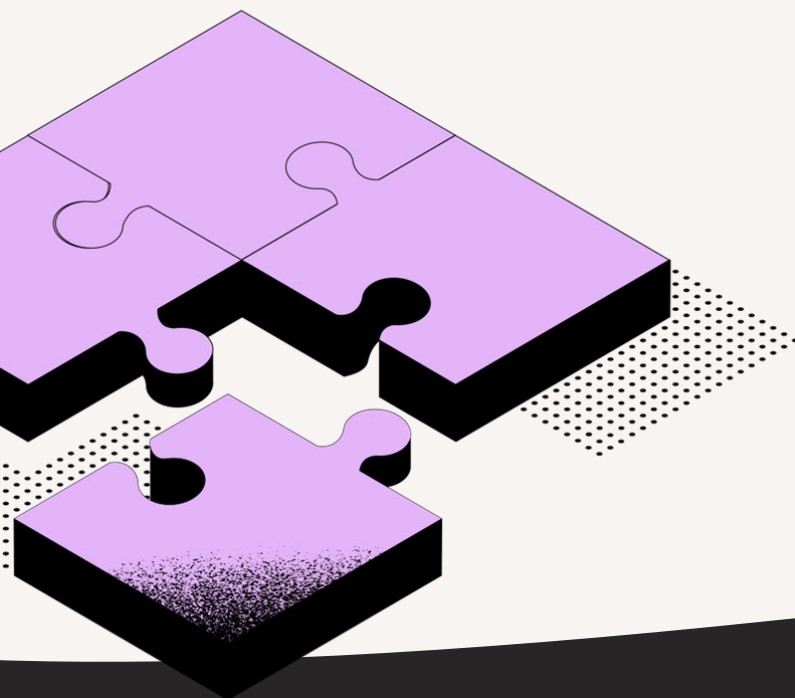
Partners looking for a digital solution can be catered for in a variety of ways depending on your business model and customer journey.

Typically, at the appropriate stage of the partner sales funnel, partner clients are provided with an opportunity to enter their basic information. This can be a form with coding supplied by us to allow clients to book an appointment at a time to suit them, or a button linking to a landing page. The coding we supply is unique to each partner and plugs into our CRM. That lead is then automatically associated with that partner account.

Tracking & Transparency

We offer a monthly report and tracking on all the clients you refer to us. Plus, you'll have a dedicated Partnership Manager.

For partners with high monthly lead volumes, we also offer a dedicated dashboard that you can log into to track various aspects of sales performance, lead volumes, and payment history in real-time.





Partnering Timeline

Initial Conversation

Raising the possibility of a partnership and arranging a Welcome Meeting.

Discovery Meeting

To agree on the commercials and agree on marketing assets and lead generation submission format.

Let's Get Started

Assets and marketing materials to be supplied and lead generation set up.

Welcome Meeting

An informal conversation to ascertain if our respective businesses have a fit.
An overview of Broadbench and our Partnership Model. Discuss reciprocal business arrangements – to be assessed on a case-by-case basis, and establish the next steps.

Agreement

Partner signs the Broadbench Partnership Agreement.

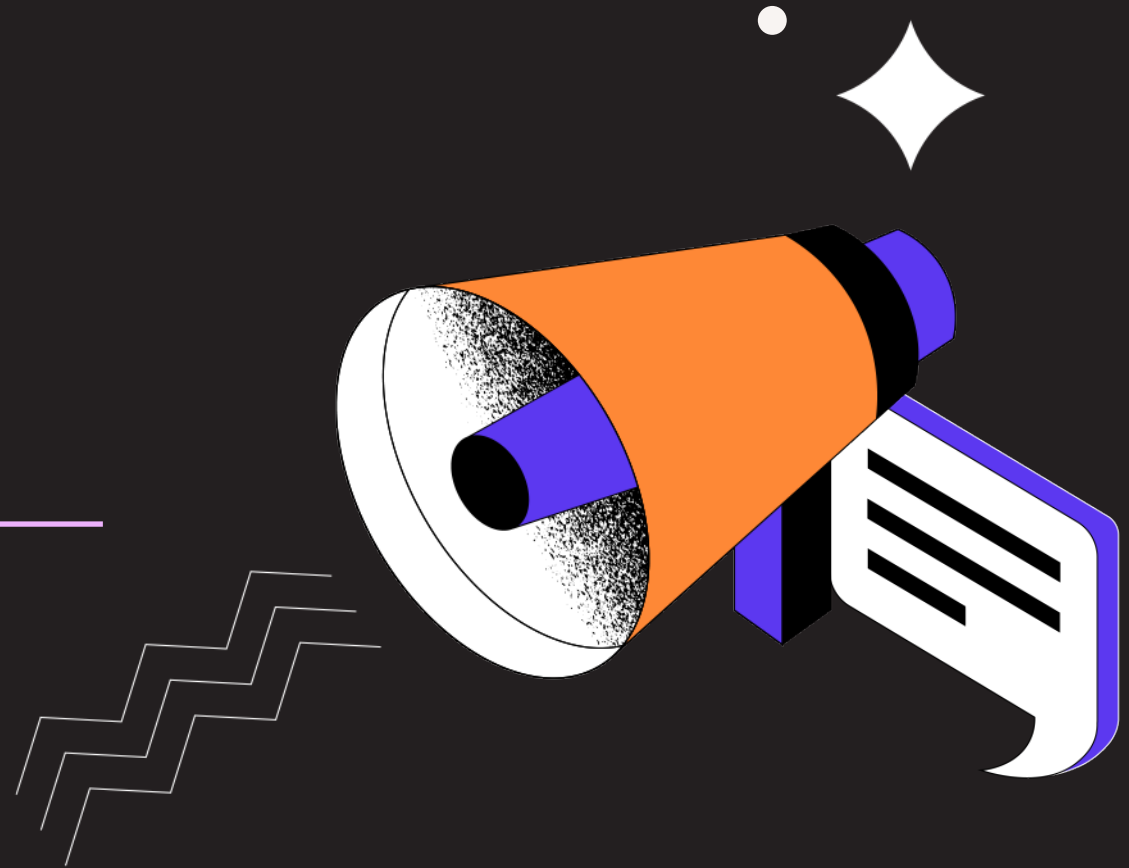
Let The Leads Roll In!

Testimonials

"We have been partnered exclusively with Broadbench for many years, and never had a single complaint.

They are a very professional, knowledgeable and customer-focused organisation – that understands the importance of putting customer service first. We've worked with IFAs for over 20 years. They are the best, by a long way."

Dave Chaplin
CEO Contractor Calculator and IR35 Shield



Testimonials

"Clarity Taxation can proudly say that we solely refer our clients to Broadbench for their insurance, mortgage and pension advice. Broadbench has the same level of personal service and turnaround time as Clarity which is a great complement when providing advice to our clients.

The process of referring clients is seamless and prompt. We have received nothing but positive feedback from our clients."

Craig Szeto
MD Clarity Taxation

"Broadbench is a key partner, providing financial services across our four business advice sites. They provide a seamless professional service for business owners, driven by cutting-edge technology. Hearing consistently good feedback from our visitors makes things very easy for me, as a publisher.

The Broadbench team is dynamic, proactive, and always keen to try new ideas. Lead tracking is instant and transparent - this is also an essential element to any successful partnership."

James Leckie
MD IT Contracting/ Contract Eye/ Bytestart and Limited Company Help



Marketing Support

Our marketing team work closely with our partners to provide useful assets. This ranges from partner to partner and includes:

- Bespoke landing pages.
- eSignatures.
- Web Banners.
- Calculators and other tools.
- Social Media content and imagery.
- Email content and banners.
- Thought-leadership articles.
- And more!



Consumer Duty - An Opportunity

'A firm must act to deliver good outcomes for retail customers'

Partnering with Broadbench addresses a foundational component of any compliant Consumer Duty policy: Supporting a client's financial resilience. It also means that you increase the chances of retaining your clients' business should disaster strike.

Partner clients, by nature of the fact they are either self-employed or SME businesses, need to create their own employee sickness, death-in-service and health benefits. Without these protections in place, your clients could be considered vulnerable. Consumer Duty refers specifically to the vulnerability of consumers and how companies must act to deliver good outcomes for consumers. By implication, it supports and validates the use of insurance products as tools to mitigate the risk of customers becoming financially vulnerable. This can happen due to the occurrence of a number of events listed in the guidance under "the characteristics associated with the 4 drivers of vulnerability". (FG21/1: Guidance for firms on the fair treatment of vulnerable customers.)

It is therefore prudent to enter into a partnership that demonstrates an extension of your company's commitment to Consumer Duty. The statistics support the promotion of insurance as an excellent vehicle to mitigate risk.



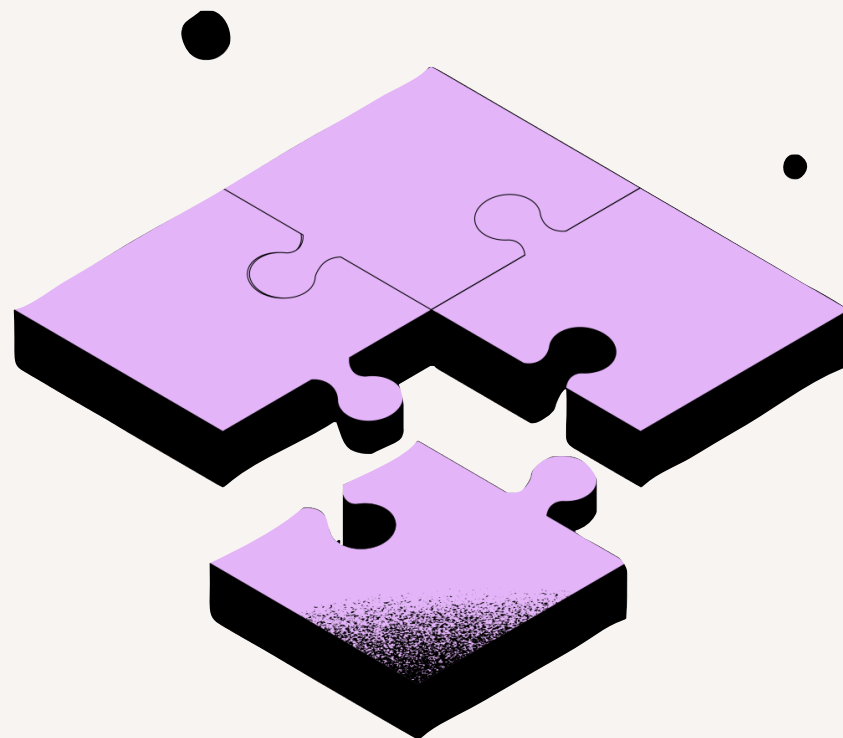
Consumer Duty - An Opportunity

- **34% of those who make financial decisions without seeking advice will regret those choices.** This is according to data collected on a recent Unbiased survey.
- **Up to 40% of the UK's smaller businesses might be underinsured,** according to data sourced from the FCA's Thematic Review.
- According to L&G research, **26% of small businesses in the UK would close immediately** if a key person were to die or become critically ill. This is more than 1 in 4 businesses.
- Approximately **1 in 5 men, and 1 in 6 women, will suffer a long-term illness in their lifetime.** According to data collected by Royal London, the average age for critical illness claims is only 47 years old.

Education is key to identifying the risks inherent in running a business along with the need to create a financial safety net via the provision of tax-efficient, company-paid insurance products such as life insurance, income protection, key persons insurance and health care.

The value Broadbench adds is that we do this in a supportive and educational manner via the use of tax-efficient products (in most cases) but more importantly, tailored to those who run their own businesses.

A partnership with Broadbench offers a Consumer Duty compliant solution to your clients that offers them the opportunity to protect their resilience if the unthinkable were to happen. Help us to help you take responsibility for establishing an environment in which consumers can act in their best interest.



Our Clients

John – Limited Company Contractor Outside IR35

Who Am I?

- An IT Contractor with 19 years of experience.
- I'm 47 years old, married with two children.
- I prefer to receive emails, rather than phone calls or texts.

My Business/ Work

- I run a successful limited company with the help of my wife, who is our company secretary.
- My typical contract term is 6 months.
- I earn an average day rate of £750 per day.

My Challenges

- Not enough hours in the day!
- I worry about contracting security and my ability to earn a day rate.
- Am I being as tax-efficient as I can?
- Am I getting accurate advice given my limited company contractor status?
- I am also concerned about my health and how illness might impact my ability to earn.

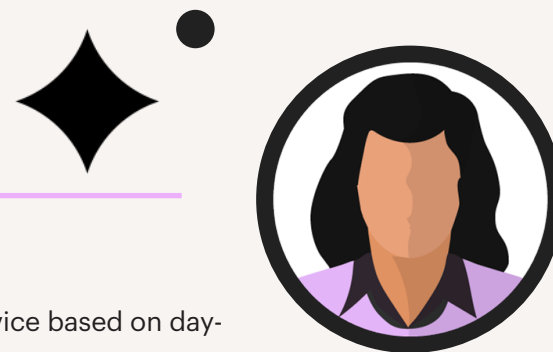
My Solutions

- **Contractor Mortgage** advice based on day-rate income and tax returns.
- **Tax efficient life cover** (Relevant Life) to protect the family, income and mortgage.
- Tax efficient **Income Protection or Key Person Insurance** to safeguard day rates.
- **Private Healthcare** for medical advice and treatment to return to work as quickly as possible.
- **Professional Indemnity** insurance to protect the advice and work completed during a contract.
- Access to Director pension advice to plan for the future.



Our Clients

Tracy - Umbrella Contractor Inside IR35



Who Am I?

- I'm a Business Analyst new to contracting.
- I'm 32 years old, single with no children.
- I prefer to receive texts or WhatsApp messages as I'm always busy.

My Business/ Work

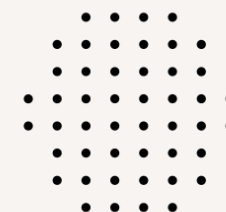
- I contract via an Umbrella firm.
- My typical contract term is 6 – 12 months.
- I earn an average day rate of £450 per day

My Challenges

- I worry about contract security and my ability to earn a day rate.
- I don't have a limited company to help me remain tax-efficient.
- My umbrella company only offers payroll services and a company pension scheme.
- My umbrella does not offer any employee benefits (sick pay, death in service or healthcare) nor does it offer me access to the right financial advice.

My Solutions

- **Contractor Mortgage** advice based on day-rate income and payslips.
- **Life insurance** paid personally to protect the family, income and mortgage.
- **Critical Illness or Income Protection** to safeguard day rates.
- **Private Healthcare** for medical advice and treatment to return to work as quickly as possible.
- **Professional Indemnity** insurance to protect the advice and work completed during a contract.



Our Clients

Carl – Limited Company Business Owner



Who Am I?

- I started my software consultancy business 5 years ago.
- I'm 36 years old, married with one child and another on the way.
- I enjoy video meetings and presentations calls as I rarely check my phone for emails or texts.

My Business/ Work

- I have 3 other business partners and a team of 15 staff.
- I've received investment and loans.
- My business is growing steadily.
- I hope to sell the company in 15 years.

My Challenges

- Running the business with codirectors and key staff.
- Attracting and retaining employees.
- Keeping my business tax efficient.
- Keeping my investors happy.
- Growing the business.
- Providing for my family.

My Solutions

- **Director Mortgages** based on salary, dividends and retained profit.
- **Shareholder Protection.**
- **Business Loan/Investor Protection.**
- **Key Person Insurance.**
- **Tax efficient life cover** (Relevant Life) for Company Directors.
- **Group Life and Healthcare** for employees.
- Director pensions.
- **Professional Indemnity** insurance for my organisation.



Our Clients

Paulo – High Net Worth Employed Professional

Who Am I?

- For the past 11 years, I've been a senior NHS Consultant.
- I'm 57 years old, married with four older children.
- I prefer all correspondence to be online.

My Business/ Work

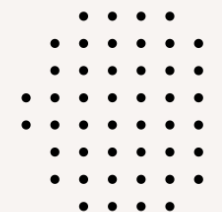
- I'm exceptionally busy, working across two major hospitals. My average income is £150,000 per annum.
- I am employed by the NHS but have also taken on private consultancy work via my limited company.

My Challenges

- Remaining tax efficient.
- Obtaining the right advice to safeguard my health (my faculties pay my salary).
- Obtaining the right financial advice given that I am both PAYE and own a limited company.

My Solutions

- **Director/Employee Mortgages** based on salary, dividends and retained profit.
- **Critical Illness Insurance or Income Protection** to safeguard my salary and dividends.
- **Tax efficient life cover** (Relevant Life) to protect the family, income and mortgage.
- **Private Healthcare** for medical advice and treatment to return to work as quickly as possible.
- Director pensions via my limited company.
- **Professional Indemnity** insurance for my private consultancy work.



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Find Out More

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YOUR HOME MAY BE REPOSSESSED IF YOU DO NOT KEEP UP REPAYMENTS ON YOUR MORTGAGE
We charge a non-refundable mortgage fee of £500 payable on application

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