

Partnership Outcomes with Broadbench



Regional Accountancy Firm

Enhancing Client Protection Without Expanding Regulatory Risk

The Firm

- 4-partner regional practice
- 650+ limited company clients
- Strong contractor and SME base
- Regular client questions about life cover, shareholder protection and mortgages

The Challenge

The firm was increasingly being asked:

- “Can my company pay for life insurance?”
- “What happens if a shareholder dies?”
- “How should I structure income protection?”
- “How do I get a mortgage as a contractor?”

However:

- They were not FCA regulated
- Partners were uncomfortable giving informal guidance
- Clients were going elsewhere for advice
- Visibility over financial decisions was being lost
- There was also a risk that external advisers might disrupt broader relationships

The Objective

- Protect client relationships
- Provide specialist advice without regulatory exposure
- Strengthen overall value proposition
- Create a new revenue stream

Partner Feedback

“Broadbench allowed us to offer specialist protection and mortgage advice without stepping outside our regulatory boundaries. It strengthened our client relationships significantly.”

The case studies presented are based on real scenarios but may have been anonymised and adapted for confidentiality and illustrative purposes. The outcomes described do not guarantee similar results for other partners.

The Solution

Broadbench implemented a structured referral partnership:

1. Internal Briefing Session

We delivered a CPD-style session to partners and senior managers covering:

- Relevant Life policies
- Shareholder protection structures
- Tax treatment considerations
- Contractor mortgage challenges

This gave the firm confidence in identifying appropriate referrals.

2. Simple Introduction Process

- Dedicated contact point
- Branded introduction email template
- Clear communication boundaries
- Transparent reporting

3. Specialist Advice Delivered

Over 12 months, Broadbench advised on:

- 14 Relevant Life policies
- 6 shareholder protection arrangements
- 11 income protection cases
- 7 contractor mortgage completions

All advice was fully regulated and suitability documented.

The Results

- £1.8m+ in total protection cover arranged
- Multiple successful mortgage completions for contractor clients
- Improved client feedback
- Increased perceived value of the accountancy firm
- Additional recurring referral income

Most importantly:

Clients remained loyal and appreciative of the joined-up advice.



broadbench

Read our client reviews ★★★★★