Partnership Outcomes with Broadbench

Contractor Platform
Increasing Member Value & Engagement

The Platform

- 4,000+ contractor members
- Focused on IT and engineering contractors
- Income levels £80k–£150k+
- Regular member discussions around mortgages and insurance

The Challenge

Members were:
- Being declined by high street lenders
- Unsure how to structure protection through their limited companies
- Underinsured or uninsured
- Relying on generic online comparison sites

The platform wanted to:
- Increase member retention
- Add tangible financial value
- Introduce a monetisation stream
- Avoid being seen as "selling" financial products

The Solution

1. Educational Webinar Series
Topics included:
- "How Contractors Secure Mortgages Using Day Rate Income"
- "Tax-Efficient Business Protection Explained"
- "Why Income Protection Is Critical for Contractors"

Attendance exceeded expectations and generated consultation bookings.

2. Dedicated Adviser Access
Members were offered:
- Free initial consultations
- Specialist contractor underwriting support
- Clear explanation of structures and tax treatment
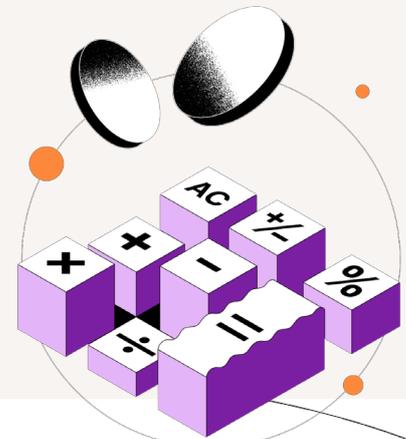
3. Ongoing Communication
Quarterly educational content provided:
- Mortgage market updates
- Protection planning insights
- Regulatory changes affecting contractors

The Results (12 months)

- 180+ booked consultations
- Strong mortgage completion rate
- Significant uptake of income protection and Relevant Life policies
- Increased member engagement
- New recurring revenue channel for the platform

Most importantly, members reported feeling "looked after" beyond just contract placement.

Partner Feedback

"The partnership elevated our offering from a contract marketplace to a genuine support network for professional contractors."

broadbench

Read our client reviews ★★★★★

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