



# Source Insurance is thrilled to unveil its new platform – Source Go.

**Re-designed with customers in mind, this system will allow advisors to introduce their clients to an insurance policy journey with minimal contact information before handing the consumer complete autonomy over their policy. With the eradication of traditional phone-based quoting methods, Source Go allows the customer control over their home insurance quotation, completed at their own convenience, with compelling prices.**

Malcolm Guest, Managing Director of Source, tells us:

“The Source has a substantial delivery schedule to evolve our GI proposition, delivering significant improvements to our broker customers and their insurance clients during 2023. We are not only continuing to work hard to make it easier and faster for brokers to advise, but also to provide our brokers’ clients with best-of-breed insurance cover at the fairest possible price.

Source Go has been designed to enable brokers to refer their clients to a trusted GI provider should they not have the time or desire to advise themselves. Brokers and advisers can refer safe in the knowledge that the premiums will be competitive, the process transparent, and with the same level of insurance protection and service that has been the cornerstone of the Source raison d’etre.”

Driven by adviser feedback, an opportunity was identified for a referral service that keeps the evolving needs of brokers and their clients at its heart. This comes at a time when the integration of additional products and services is a necessary step for those within the wider mortgage and financial services industry.

Sales Director of Source Insurance, Carl Oakes had this to say about Source Go:

“The last few years have been hard for our sector in many ways, and brokers have risen to those challenges as they always have. General Insurance has always had an important part to play in meeting consumers’ financial needs but very often, and for a number of reasons, customers inevitably utilise direct providers and aggregators. There is a trade-off though between price and quality. Source Go captures the benefits of customer convenience and competitive pricing, whilst preventing the direct players from cross-selling other products and services that may threaten the adviser’s role. That’s what makes this such a compelling opportunity for advisers who don’t currently sell GI, and we look forward to speaking to them over the coming months.”

Source Go allows advisers to refer clients quickly and effortlessly without the regulatory responsibility, meeting both their own needs and the needs of their clients.