

The Infinity Platform



Introduction

For over 30 years, Ceta has stood as a steadfast support for brokers, offering high-quality standard household insurance for your clients. Beyond that, we hold a prominent position as a market leader in delivering non-standard property insurance solutions and have been recognised by the Insurance Times awards with Silver in the Excellence in Technology - Distribution Category.

In the realm of property insurance, the definition of 'standard' often falls short when addressing diverse property types and unique circumstances. The non-standard household insurance market, estimated at over £1.5 billion GWP, encompasses a significant portion of the property landscape, comprising approximately 30% of the market. It covers over 9 million properties, presenting a substantial, yet under-addressed, opportunity within the industry.

Summary of Infinity

Ceta, as a broker for the broker, introduced Infinity, a groundbreaking digital insurance trading platform. Launched in 2018, Infinity stands as the premier non-standard specialist home insurance platform in the broker market. Through Infinity, brokers gain access to a spectrum of non-standard risks, covering an array of properties including timber-framed and listed properties, under-construction homes, flood-risk locations, unoccupied properties, and Airbnb accommodations.

How Does it Benefit Brokers?

By leveraging Infinity, brokers tap into an untapped market, accessing specialised coverage for unique properties and circumstances. With over 85% retention, dedicated support, and tangible rewards, Ceta stands as the ally brokers need to thrive in the non-standard property insurance landscape.

Efficient Quoting:

Infinity provides swift quotes for a broad array of non-standard risks, ensuring over 90% quotability and an average non-standard premium of £450.

Commission:

As a broker for the broker, we understand the significance of your earnings. Our commission structures are competitive, offering lucrative returns for your efforts.

You benefit from enhanced rates, based on a £450 premium, the earning potential is over £85.

Ceta Rewards:

Engage with our Ceta Rewards loyalty scheme, designed exclusively for brokers on our platform. It's a straightforward, rewarding system where each new piece of business written earns you points. These points can be converted into tangible benefits, from Mastercard Prepaid cards to vouchers from Amazon, John Lewis, and Deliveroo.

Support & Expertise:

Experience the ease of doing business with us, as evidenced by our 90% quotability and over 85% retention rates. Beyond efficient quoting, Ceta provides dedicated account managers, comprehensive technical support, and extensive training, ensuring brokers have the tools and knowledge to maximise the platform's potential. Moreover, for the 10% that doesn't initially quote, our internal support team

collaborates directly with insurers to offer bespoke quotes with a turnaround time of less than 24 hours.

Enjoy the support of dedicated Account Managers who are committed to your success. They provide both online and offline technical support, ensuring you have the assistance you need, whenever you need it.

Case Studies/Reviews

We take immense pride in our partnerships with brokers and the outstanding case studies that stem from these collaborations. These case studies stand as a testament to the synergy between us and our valued brokers, showcasing the innovative solutions, challenges conquered, and the unwavering commitment to delivering excellence in the realm of insurance services.

"Ceta has often come to the rescue when I've had a hard to place cases. Examples would include clients living in a flood risk area; previous claims history; non-standard construction; roof construction; and previous bankruptcy. I find that CETA employees always go the extra mile to help me win the business. James Hillman in particular has helped me on multiple occasions over the last 10+ years. CETA is my go-to insurer - always has been, always will be." - [Rob Gill, Intrinsic House Ltd](#)

"The Ceta platform has been an amazing tool for our business. Having set up the agency a few years back now, it is only in the last year or so that we have started using the CETA platform for our residential let and home insurance quotes and it has been one of the best things we have done. I have not come across an easier and more user-friendly portal than the CETA platform. The question set covers all the main aspects required for any home or let property quote, and the fact that a premium is provided at the very end without any referral is an extra added bonus. Rates are fantastic too. Ceta have given us the opportunity to increase our personal lines client base as well as retain business that can sometimes be hard to secure, based on comparison market prices available to the general public. The team at Ceta are a fantastic help and are always happy to assist whenever required. The turnaround response is instant which, is fundamental to a Broker. Thanks to Ceta for prompting us about the agency and pushing us to use them because we have not looked back since then. An amazing team and an amazing portal. Go Ceta!" - [Nuz Bashir, M & H Insurance Services \(Small Heath\) Ltd](#)

"I find Ceta to always be as accommodating of even the most complicated risks, and have therefore put plenty of policies with you that I otherwise may have struggled to place. Most recently a property owners risk under a business name with multiple flats on one policy, the risk itself on the particular case wasn't too complicated, but the rate was brilliant and the help I got from was great! There will be plenty more, thank you!" - [Ben Latham, Magnet Insurance](#)

Ways to contact Ceta

If you need to get in touch there are a few ways you can do this...



Use the live chat that can be found on the broker portal

Email

broker.support@ceta.co.uk or
broker.renewals@ceta.co.uk

Call 01608 647888

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25 YEARS
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