

New Podcast Episode now live!

In this episode of Just Covered podcast, we meet Gemma Cuff, founder of Gemstone Mortgages. As one of the leading mortgage brokers in Colchester, Gemma tells her unique story around starting her own business – going into remarkably honest detail about her personal challenges and how she’s expanded her brand over the years and responded to changing demands. She also explains some of the philosophy behind how she recruits and trains staff, as well as her crucial use of technology and social media to grow her business organically.

This episode also covers:

- How to use personal experiences in the protection conversation to deliver personalised advice that help clients truly relate.
- The importance of training, teamwork and regular meetings in building a successful team of advisers.
- Key learnings for advisers looking to become self-employed or start their own financial services organisation.

Listen now - [Gemma Cuff | Going it alone: Growing your own financial services organisation](#)

Watch now - <https://www.youtube.com/watch?v=2hs1mkL97Hg>