

GI Mastery: Using general insurance to grow the value of your mortgage business

For many mortgage advisers, General Insurance (GI) is still viewed as an ancillary product – something that sits alongside the mortgage rather than at the heart of the client proposition.

And at Paymentsshield we generally find that the firms that consistently build profitable, resilient and ultimately more valuable businesses are often those that see GI differently.

They understand that whilst a mortgage enquiry is usually the reason a client initially approaches a broker, it's GI and protection that truly underpin the advice process and help make sure their clients are financially resilient. They recognise that every mortgage transaction creates a protection need, every client presents an opportunity for ongoing engagement, and every GI policy has the potential to generate recurring income long after the mortgage has completed.

The question is no longer whether advisers should discuss General Insurance. The question is whether they can afford not to.

Why GI matters more than ever

Mortgage advice has traditionally been built around transactional income. Advisers receive a fee, a procurement fee, or both when a mortgage completes. Protection advice may also generate upfront income through indemnity commission.

The challenge is that much of this income is earned once and then disappears. General Insurance is different.

A well-maintained GI book creates an annual renewal income stream that continues to generate revenue year after year. Over time, that recurring income can help smooth cash flow, reduce dependence on new business acquisition and provide greater certainty in an increasingly competitive market.

In simple terms, mortgage income helps you earn today. GI helps you build tomorrow.

Building wealth and stability into your business

One of the key advantages of regularly discussing General Insurance is the stability it can create.

An insurance renewal book generates income regardless of whether you write a mortgage case that day, that week or that month. It becomes an asset that works continuously in the background with every GI policy sold today has the potential to become part of a recurring income stream that supports your business for years to come.

GI can increase the value of your business

For advisers who are thinking long term, GI could also play a significant role in business valuation. When a potential buyer assesses an advisory business, they're likely to be interested in far more than just mortgage volumes. They'll also want to understand the quality and sustainability of the client bank and

a business that maintains regular engagement through annual GI renewals demonstrates something much more valuable: active relationships.

Turning GI into a core part of your proposition

One of the biggest mistakes advisers make is treating General Insurance as an afterthought. That's because the most successful advisers position GI from the very beginning of the customer journey. For example, rather than focussing on sorting the mortgage first and leaving insurance until later, a much stronger approach would be to set out the following:

"Our service covers three key areas: your mortgage, protecting your home and protecting the people who live in it."

This immediately establishes GI as part of the advice process rather than an optional add-on and clients understand that discussions around buildings and contents insurance form part of the professional service you provide.

Help clients understand the value

Too many GI conversations become price conversations and that's exactly where advisers go wrong. Clients can almost always find a cheaper policy online. What they cannot always find is appropriate cover, guidance and support when they need it most. The conversation should focus on outcomes rather than premiums. For example:

- What happens if the property floods or there's a severe fire?
- Where will the family live while repairs are completed?
- How quickly will the insurer respond?
- Will the client receive the support they need during a stressful situation?

When advisers focus on protecting the family home rather than comparing premiums, clients can better understand the real value of advice.

Treat GI as part of the service clients are already paying for

Many advisers charge fees for their advice services so, rather than presenting GI as an additional sales conversation, position it as part of the overall service package.

Clients should understand that when it comes to insurance:

- You'll be able to carry out the research on their behalf.
- You'll explain the cover options available.
- You'll help them understand any gaps in protection.
- You'll provide a recommendation where appropriate.

This can help reduce the temptation for clients to go online and start shopping for insurance themselves on comparison websites because they understand that professional guidance is already built into the service they're receiving.

Use GI to strengthen client retention

Every additional service a client holds with your business can help deepen the relationship whereas a client who only has a mortgage may be easier to lose than a client who also has:

- Protection policies
- Buildings and contents insurance
- Ongoing annual reviews

For example, where you have the opportunity to arrange multiple financial products, such as mortgage AND general insurance, you become more embedded within the client's financial life rather than simply facilitating a single transaction. That can lead to increased loyalty which translates directly into increased lifetime client value.

The advisers who win will demonstrate human value

As technology and AI continue to influence financial services, clients increasingly expect speed, convenience and digital experiences. However, what technology cannot replicate is reassurance and clients still want someone to explain complex decision and give them the confidence they're making the right choices.

General Insurance creates multiple opportunities to demonstrate the human value of advice, regular reviews, claims support and ongoing engagement.

Final thought

The most successful mortgage businesses don't simply arrange mortgages. They build client relationships to drive positive outcomes, create recurring income and develop assets that increase in value over time and general insurance could achieve all three.

But what are the practical steps successful advisers can take to make that happen?

Join Adam Chapman and Christopher Hayes on **Thursday 8 October at 11am** as they explore the behaviours, processes and opportunities that can help advisers revamp their GI toolkit and build greater business value through GI.

Click here to register for the “[Building business value with GI](#)” live webinar or to watch on demand post event.