

BIBA Promote Broker Direct as a distribution channel for their members.

The British Insurance Brokers' Association (BIBA) have appointed Broker Direct Plc as a distribution channel for their products to their members – with a fast-track agency application process guaranteed.

BIBA and Broker Direct have worked closely together with this venture and both parties believe firmly in the High Street broker and the fact that the broker retains total control of their customers.

Not only will BIBA members have access to a variety of private motor and light commercial vehicle products but they will also benefit from access to BDAssistance a Breakdown product provided by RAC and the opportunity to use Broker Direct's Accident Management Services.

Terry Stanley, CEO of Broker Direct added "We are delighted to have reached this agreement with BIBA whereby they endorse our motor product range to their membership of professional brokers. It comes at a time when we are also launching new products which we believe brokers will find enormously helpful in the fight against aggregators and direct writers. Our competitive range is supported by some of the highest standards of service available from any insurer"

Steve Foulsham, BIBA's Technical Services Manager said " "

ENDS

For further information

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About BIBA

The British Insurance Brokers' Association (BIBA) is the UK's leading general insurance organisation representing the interests of insurance brokers, intermediaries and their customers.

BIBA membership includes 1700 regulated firms. Insurance brokers and intermediaries distribute nearly two-thirds of all UK general insurance. In 2007, insurance brokers and intermediaries generated £1.5 billion of invisible earnings and they introduce £22 billion of premium income into London's insurance market each year.

BIBA is the voice of the industry, advising members, the regulators, the Government, consumer bodies and other stakeholders on key insurance issues. BIBA provides unique schemes and facilities, technical advice, guidance on regulation and business support and is helping to raise, and maintain, industry standards. BIBA works closely with the Chartered Insurance Institute to

provide training to those working in the industry and actively participates in helping the industry and its customers deal with some of the major issues of the day.

BIBA members provide professional advice to businesses and consumers, playing a key role in identification, measurement, management, control and transfer of risk. They negotiate appropriate insurance protection tailored to individual needs and operate to a very high standard of customer service with the aim of ensuring peace of mind, security, financial protection and the professional advice required.

About Broker Direct Plc

Established in 1997 Broker Direct Plc, is an insurance management and underwriting agency, offering product development, distribution, underwriting analysis, premium administration, full claims handling facilities and sophisticated management information.