



Find your competitive edge

Lombard was one of the main sponsors of the FIA/COVER Short term Insurance Broking Summit. Tony spent a few minutes after the event to ask Doug Laburn for his thoughts on the broker market.

Do you see brokers still playing a big role in your business going forward?

Brokers are and will remain Lombard's chosen distribution channel. From a client perspective, we believe in the value of independent advice and brokers are most effective at delivering this value.

Do you think direct insurance is a threat to insurance brokers? - What would you recommend brokers do in order to stay competitive?

**"INDEPENDENT
ADVICE, PERSONAL
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NETWORK OF STRONG
PRODUCT PROVIDERS."**

There is no doubt the more commoditised the insurance product, the more scale and efficiency outweighs quality advice and consideration. I think it is difficult for brokers to compete head-to-head with direct players on scale and efficiency and their focus should be on what differentiates them and where direct players may struggle to compete – independent advice, personal relationship, and a network of strong product providers.

What role does Lombard and its partners play in assisting with the above?

Lombard is focused on supporting brokers through market leading underwriting and claims handling expertise and building relationships where trust, flexibility and shared success remain at the fore.