



Chartered status
A policy of our own

What our Chartered status means for you

What do you look for in your firm of insurance advisers? That it is ethical and puts your interests first? That its people are competent, knowledgeable and committed to maintaining their professional capability?

Those are precisely the qualities embodied by Chartered status – the reason we are proud to have achieved the title Chartered Insurance Brokers.

Chartered status is an objective mark of professional standing among all professions. It is awarded to firms who can demonstrate commitment to developing knowledge, enhancing capability and maintaining ethical standards.

The title Chartered Insurance Brokers is granted by the Chartered Insurance Institute (CII), the professional body for insurance and financial services.

Chartered firms must meet serious obligations

To retain our title we must ensure the advice, service and ongoing support we provide to you are of the highest quality.

Our advice must be based solely on your researched needs, and provided by someone competent to discuss products and services that meet your requirements.





- We ensure our technical and professional knowledge and competence through professional qualifications.
- We keep our knowledge and skills up-to-date through continuing professional development.
- And our staff must be members of the CII and comply with its Code of Ethics, which is enforced through disciplinary sanctions.

Our Chartered title means a lot to us. It was not easily achieved, and it takes continuous investment and commitment to maintain.

It is our policy to maintain these standards, and your guarantee of our overall commitment to customer service and professionalism.

HOW DO CLIENTS BENEFIT?



Chartered Insurance Brokers	Non-Chartered Insurance Broker	Benefit for client 
Majority of Board Directors have to be individually Chartered and professionally qualified.	No requirement for any qualifications.	The firm of Insurance Brokers you are dealing with is run by competent insurance professionals. 
Client facing staff are all members of the Chartered Insurance Institute (CII).	No requirement.	Confidence that the people you are dealing with possess up to date technical, professional knowledge and competence. 
Adhere to a Code of Conduct enforced through disciplinary sanctions by the CII.	No Code of Conduct.	Certainty that you are safe in the hands of a firm who, based solely on your researched needs, are wholly committed to providing you with the best possible advice, service & support delivered with the highest ethical standards. 
Ongoing requirement to maintain all of the above which is continually assessed by the CII.	No ongoing requirements to maintain standards.	Guarantees overall commitment to, and maintenance of, high level of client service and professionalism. 