You are one of RSA’s leading brokers and your contribution to our business has not gone unnoticed. In recognition of this, we are upgrading you to Platinum status.

As a Platinum Broker, the service you receive will reflect the high value we place on our relationship and the joint opportunities we can maximise together.

WELCOME TO ANOTHER LEVEL
We exist to look after your customers, and we respect the trust they place in you when you advise them on their choice of insurer.

Everything we do should help you feel confident about recommending RSA to your customers. If not, we really want to hear from you – personally and directly.

It is not about surveys and statistics. When you are Platinum, your views count for more, and you will see us doing more to earn that recommendation.
We are opening up RSA to you in a way we have never been able to before.

Our most senior technical and market experts are now exclusively available to work with you in the market to address your needs directly. Something you have told us you value the most.

Platinum Brokers also benefit from a number of dedicated resources, commitments and facilities that will not be available to other brokers. You can expect this list to grow as we learn how best to support our promise to give you the best of RSA.
LOCAL ACCESS TO A WORLD OF EXPERTISE

DECISIONS ON THE SPOT

Our exclusive trading sites are staffed by the right experts, who have the authority to make decisions quickly and make things happen.

All products and markets – from SME deals to global programmes, are available to trade through a local team, of technical and industry experts backed by the breadth and depth of RSA.

“The RSA trading site is a new way of working. The office is for the brokers as well as RSA. The people in the site are all decision makers with expertise and authority to make the right decisions for our customers.”

KIRAT SHARMA
Broking Manager, AON
Trade the way that suits you best:

• Face to face – for complex risks
• Telephone – for simpler packaged business
• Web – simple basic products.

We have invested in our systems, processes and locations to fit around the needs of Platinum Brokers.

Your dedicated relationship manager will be responsible for developing a strategic account management plan aligned to your business needs and designed to achieve our shared goals.

We will ensure the whole of RSA understands too. Not just how important your business is to us, but also the way you work, what makes you tick and how we should engage with you – from top to bottom.
BESPOKE PRODUCTS AND SCHEMES
Our schemes and deals approach is simple – we listen to you and share our knowledge and expertise to:
• Grow our businesses together; and
• Deliver the right proposition for your customers.

EXCLUSIVE TO PLATINUM BROKERS
Some of our more complex and valuable products will no longer be available to non-Platinum Brokers, so the resources required to deliver them can be exclusively dedicated to you. We will also be focusing more of our new product development on the needs of Platinum Brokers.

LEADING PRODUCTS, RESERVED FOR YOU
COMMITTED TO BEING EASY TO DO BUSINESS WITH

Building our service around your needs to establish the right service levels, speed and flexibility to achieve our shared goals together.

PRIORITY TREATMENT

You and your customers come first. One example of this is our preferential claims service, dedicated to providing your customers with a level of service they can only get from us, through you.

ENGAGED AND RESPONSIVE

If a decision is made at RSA regarding you or your customers — whether it is a claim, a referral or a deal, we believe as a Platinum Broker you should know about it. You will be kept informed throughout, and whenever required, you have direct access to the ultimate decision-maker.

REACHING HIGHER LEVELS

PLATINUM THE LEADING EDGE
UNLIMITED ACCESS TO PLATINUM BROKER LOUNGES
Designed around your needs – whether you need meeting space, a hot desk with wi-fi or just a place to think.

ACCESS TO ONE OF THE WORLD’S MOST COMPREHENSIVE GLOBAL NETWORKS
Spanning more than 150 countries and territories, so your customers know we can help them wherever they choose to do business.

ACCESS TO MULTINATIONAL INSURANCE PROGRAMMES AND SPECIALIST PRODUCTS
Available via your local dedicated RSA team.

“I view our relationship with RSA as a true partnership, where we work with each other to approach challenges and opportunities together. We don’t just place business with RSA, we join forces and share both expertise and resource to grow profitably together.”

GREG WILDMAN
Director, Basil Fry & Company
BESPOKE TRAINING AND EDUCATION

As one of RSA’s most valuable partners, we want to help you and your people grow your business.

When we develop our strategic account management plan together, we will be looking for growth opportunities that could take your business and your employees into new markets, products or channels. We can help by applying relevant training and expertise to maximise specific opportunities together.

TOPICAL AND TECHNICAL KNOWLEDGE-SHARING EVENTS

Led by talented, industry-leading experts from across the globe.

We use some of the world’s leading consultants and organisations to help RSA be the best it can be. As a Platinum Broker, it makes sense for us to share some of that expertise with you – in every field, from technology to branding and beyond.
“Being Platinum means my team gets the face-to-face access we need to develop our successful relationship, and means we can rely on you to turn things around quickly when we need you to.”

BETH MCKEEVER
New Business Manager
DRP Insurance Brokers
The experience we have gained since RSA was founded in 1710 has taught us many things. Now we are giving our senior experts the freedom they require to work directly with you in your local market. So you can call on their deep expertise whenever business demands it.
“I began my career at RSA in the Engineering division in 1990 and cut my teeth as an Engineering Business Manager, visiting my dedicated panel of brokers on a regular basis before broadening out into trading Construction, Engineering and Renewable Energy insurance. Understanding a local market and the close relationships you need to develop between underwriters and brokers to solve complex problems is the key to a successful partnership.

I can focus my attention on key customers – ensuring they get the best of RSA, and we can deliver the service that brokers expect. I really enjoy getting out there in the market with my colleagues and playing a part in making it happen.”

NIGEL LATA-BURSTON
Trade: UK Construction
Engineering and Renewable Energy, Manchester