

20th October 2011

**Uinsure appoints Bluedrop Services as  
Commercial and Non-Standard referral partner**

Uinsure has today appointed Bluedrop Services to its panel. Bluedrop Services will join the Uinsure panel after a successful trial period and will become the new specialist referral partner of commercial and non-standard insurance products for Uinsure members.

Due to the often complicated nature of commercial and non-standard insurance, the process of quoting and submitting these products is completed by Bluedrop Services' specialist agents. Compliance obligations are also completed by Bluedrop Services to ensure that all regulatory requirements are met.

The addition of Bluedrop Services is the first of a number of improvements to the Uinsure proposition in the coming weeks.

Doug Kelley, commercial director of Bluedrop services, says "Our business has been built around excellent service, competitive prices and a proactive approach to developing our insurance propositions, the excellent relationship that the mortgage advisers and IFAs have with their clients enables us to maximise our efforts and deliver the very best conversion rates ".

Simon Taylor, founder and chief executive of Uinsure, says, "The appointment of Bluedrop Services is proving popular with our members. Mortgage advisers and IFAs are diversifying into business areas that they haven't ventured into before and are finding that they can significantly increase their revenue from the referral of commercial and non-standard GI."

"This move, along with the upcoming addition of further panel members, is the first of a number of initiatives we will be undertaking. These moves are a direct response to feedback from advisers; Uinsure was created in response to adviser demand and we will continue to listen to feedback and improve our proposition to provide the easiest to use system and the most competitive insurance in the UK."

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## **NOTES FOR EDITORS**

### About Uinsure

Uinsure was created in 2007 by Simon Taylor formerly joint CEO of Bankhall.

Uinsure provides mortgage advisers and IFAs with system that is simple and easy to use. It has been developed directly in response to demand from advisers and continues to evolve in line with their feedback; its aim is to offer a general insurance platform with everything an adviser needs to help their clients and whilst also providing them with a valuable source of recurring income.

Uinsure has a competitive panel of leading general insurance providers which provide great choice, great products and a quick and simple documentation process.

### About Bluedrop Services

Bluedrop Services formed in April 2011 with the purpose to provide outstanding service as a highly, respected, trusted and compliant business partner to its clients. Bluedrop's enquiries are predominantly produced through affinity partners and therefore excellent service is not only required for the customer but also for the introducer.

It is our intention to be the market of choice for Mortgage advisers and IFAs when it comes to commercial insurance and non-standard household risks, we are constantly reviewing the insurance market to ensure that our product range is comprehensive and meets our customer's demands and needs.