



Adler Fairways

Chartered Insurance Brokers

**Insurance
broking expertise
you can count on**

**Adler Fairways philosophy is simply to
provide what our clients want and value:**

- Confidence that their broker understands their business and industry.
- A broker that puts them at the centre of all its activities and decisions.
- A team that will provide dedicated support when they need it most; at the time of a claim.
- A broker that insurance companies respect and actively seek to write business with.
- A broker who invests in technology to provide market leading documentation and service.

First, why do you need insurance?

As well as doing a great job looking after your customers, being successful in business depends on managing the risks you face.

Such risks could be any event that prevents your ability to trade, and could arise from fire, theft, cyber-attack, negligence, accidental damage or even terrorism. Some insurance is compulsory, for example, if you employ people. However, as a prudent business professional, you will be aware that you can put in place a range of additional insurance covers to help mitigate the impact of these unfortunate events.

Why do you need an insurance broker?

The world of insurance is complex and ever-changing.

The insurance covers provided by the policy you bought last year may no longer be suitable or sufficient for your needs. Also, how do you know that the quoted renewal premium is competitive? And if you are just starting out in business, how do you know what types of insurance you need?

A suitably qualified and experienced commercial insurance broker can help assess and source the types and levels of cover that you need, saving you the trouble and effort.

The consequences of not having the right insurance in place can be disastrous, and sometimes this only comes to light when you need to make a claim, which is too late. You need support and advice you can trust, to provide full confidence in the cover you have in place.

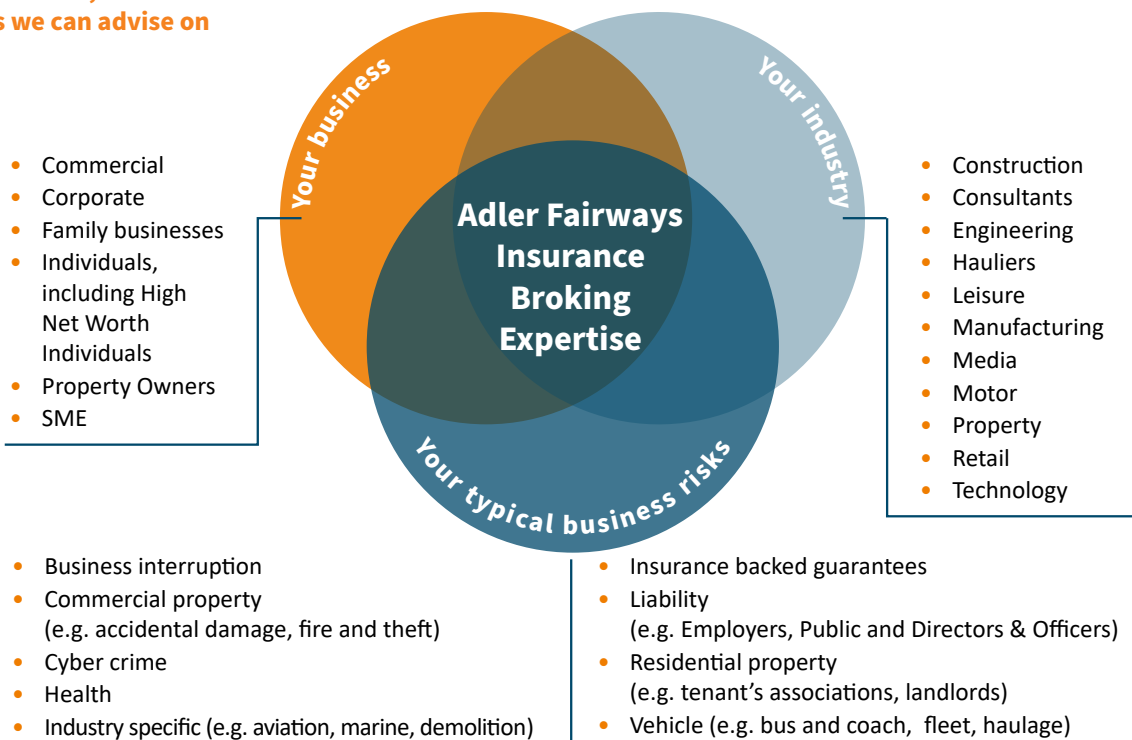
Why Adler Fairways?

Adler Fairways has been a trusted insurance broker for over 30 years. We have clients from a wide range of industries, from small to large, and across the UK. They rely on our expertise and have come to expect nothing but the best from us in terms of advice and service.

We are proud that Adler Fairways has achieved Chartered Insurance Broker status from our professional body, the Chartered Insurance Institute. This is only awarded to brokers that are committed to developing and maintaining the knowledge and capability of their people so they can deliver the highest quality service. As a Chartered firm, we follow a demanding code of ethical practice and act in a manner that places our clients' interests firmly at the heart of the advice we give.

We are also proud of our independent status, meaning our team can recommend the best insurance covers for our clients from across the whole of the market.

Snapshot: the typical clients and industries we work with, and the insurance covers we can advise on



We specialise in your business

Whatever industry you operate in, we can source the specialist insurance covers your business needs.

We appreciate that different industries face varied challenges and risks, and our team use their experience and expertise to assess your precise requirements. We really get to know your business and your people; asking detailed questions so we get a clear picture of the risks you face and their potential impact.

We then prepare a bespoke insurance proposal for you with our recommended solutions, costs, coverage and other relevant information. We will of course be on hand to explain our proposal, so you can then make an informed decision about how to proceed.

From the motor trade to aviation, construction to property management, manufacturing to retail, our team will research the right insurance covers for your business.

Who do we work with

As a well-established and sizable commercial insurance broker, we have excellent relationships with the UK's leading insurance providers.

We leverage these relationships on behalf of our clients. At outset, we secure the most suitable cover and competitive premiums, and then, on an ongoing basis, efficiently manage any changes or claims as they arise.

Our independence means that we are not constrained to using a limited number of insurers and can source the best cover from across the whole of the insurance market. This is important because it gives us access to the sometimes obscure and specialist policies and schemes, that our clients' circumstances require.



“At the heart of our business, founded by my father more than 30 years ago, lies our unwavering commitment to understanding our clients and their needs, and then using our expertise to source the optimum insurance covers from across the market.”

Anthony Adler, ACII
Chief Executive

What makes Adler Fairways different?

Quite simply, our people.

We recruit and retain talented and motivated individuals with the skills and experience required to meet the precise needs of our clients. They are developed and led in line with our core values of **ambition**, **customer focus**, **community** and **integrity**.

In a world of so much change, we know our clients appreciate this stability and continuity in their relationships with us. At the same time, we are a progressive and ambitious company, continuously looking for ways to improve the service and advice we give our clients, for example, through the greater adoption of technology to support the advice and service we provide.



Claims focus

The unfortunate point at which you have to make a claim on your commercial insurance is sometimes called the moment of truth. It is the moment when you need your insurer to promptly deliver the agreed benefits, to minimise the loss and disruption to your business.

This is why we have a dedicated claims management team in Adler Fairways. Available around the clock, their sole focus is to work with insurers to ensure our clients' claims are settled quickly and efficiently.

Contact

When our team works for you, you will be in no doubt that you are dealing with experts who are experienced and passionate about helping businesses facing the same challenges as you. Adler Fairways is one of the UK's leading independent Chartered Insurance Brokers. Whatever your insurance needs, please contact us to discuss your requirements.

Our usual office opening hours are 9.00 am to 5.00 pm Monday to Friday.

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Adler Fairways is a registered trading name of Adler Insurance Brokers Ltd, which is authorised and regulated by the Financial Conduct Authority under Registration Number 309236. Adler Insurance Brokers Ltd is registered in England and Wales under registration number 04525948. Our registered address is Number 22 Mount Ephraim, Tunbridge Wells, Kent TN4 8AS.

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