

# The distinction your business deserves

## Premium Insurance

John Smith FCII  
Managing Director  
Chartered Insurance Broker

T. 01234 567890  
F. 01234 567891



# A new era for insurance broking

## In 2007 the insurance broking sector enters a new era of professionalism thanks to the arrival of Chartered status for firms

Recent changes in the insurance market directly impact the insurance broking business.

It's tougher than ever:

- FSA regulation
- New distribution channels
- Transparency and disclosure
- Consolidation and competition
- The growing prevalence of fee-based remuneration

Professional brokers have responded to the challenges of a dynamic market by raising standards of knowledge, capability and ethical practice.

In other words, the professionals have become more professional.

In many instances, firms have improved their overall performance by encouraging staff to enhance their skills, with CII/Insurance Broking Faculty membership and qualifications often at the heart of their learning activity and continuing professional development.

The pinnacle of individual achievement is the award of 'Chartered Insurance Broker' status. To-date almost 2,000 individual brokers have attained this title, with many more currently working towards it.



## Now you can distinguish your business from the crowd (and so will your customers)

To support leading firms in the broking sector, and to recognise their adherence to the highest standards of professional practice, the CII has secured agreement from the Privy Council to enable firms to call themselves ‘Chartered Insurance Brokers’.

This corporate Chartered status is of major significance. It will reinforce the importance of professionalism in a fast-moving and competitive market. It will also help place broking firms on a par with other professional practices, such as accountants and solicitors.

Chartered status is well established as a trusted symbol of professionalism. It will carry weight with other professional organisations and distinguish broking firms from their competitors and peers.

It will also help firms attract and retain the best staff. Talented professionals want to work for ambitious, principled organisations, and corporate Chartered status is a clear indicator of the professional standing of a potential employer.

Corporate Chartered status is sure to have resonance with the Regulator, signposting professional achievement and commitment to high standards of practice. And as levels of professionalism rise across the sector, it should encourage movement towards “lighter touch” regulation, reducing the compliance burden.

Genuine professionalism has never been so valued – or necessary. The Chartered titles awarded by the CII are steeped in history but they remain just as relevant in today’s market. They remain the “gold standard” of excellence and integrity.

“

*The CII is dedicated to increasing levels of professionalism across the insurance industry. To-date, the emphasis has rightly been on individual brokers, but now the time is right to introduce Chartered status for firms. This will create an upper echelon and help increase the momentum of the whole sector as it seeks to drive up standards and performance.*

”

Dr Alexander Scott  
Director General  
The Chartered Insurance Institute

# How it works in practice

## Broking firms which meet the criteria laid down for Chartered status will, once approved, be eligible to use the title 'Chartered Insurance Brokers' in their business dealings

The eligibility criterion defines suitable organisations as those “who are carrying on business as an insurance broker (defined as an independent intermediary who acts for clients and, in respect of any product type, offers or sells the products of more than one insurer).”

They will be authorised to:

- **Use the term 'Chartered Insurance Brokers' on their business stationery, promotional materials and company signage**
- **Describe themselves in these terms in any communications that they produce**
- **Display a certificate at each of their branches highlighting their Chartered status**

Full guidelines relating to usage can be found at [www.cii.co.uk/chartered](http://www.cii.co.uk/chartered)

Chartered firms will be listed in an online 'Corporate Chartered Title Directory', to be launched later in 2007. This will list all firms holding the Chartered Insurance Brokers title together with full contact details and a description of the typical classes of business dealt with. It will be available to the public, and will be viewed by individuals and businesses alike.

To mark the arrival of corporate Chartered Insurance Brokers status, the CII will be undertaking an extensive ongoing communication campaign. We will promote the value of corporate Chartered status via the national press and other media channels, informing all types of insurance consumer of its introduction and relevance.

This will educate buyers on the standards of practice to which Chartered firms adhere, as a factor to consider when choosing their insurance broker.

# Premium Insurance



# Applying for Corporate Chartered status

To become a Chartered title-holder, three principal criteria must be met:

- **A minimum of 50% of Executive Directors or Partners need to be Chartered title-holders in their own right.**

The CII will recognise Chartered titles from other awarding bodies as comparable to the CII's individual Chartered Insurance Broker title providing:

- the title held is directly relevant to the individual's principal area of work. For example the ICAEW Chartered Accountant title being held by the Finance Director or the CILA Chartered Loss Adjuster title being held by someone with primary responsibility for claims negotiation; and
  - the awarding Chartered body concerned has a Code of Conduct (or Conduct of Ethics and Conduct) comparable to that of the CII. A listing of the Chartered titles which the CII will automatically recognise as equivalent can be found at [www.cii.co.uk/chartered](http://www.cii.co.uk/chartered) – other organisations will be considered on application; and
  - at least one Executive Director or Partner must personally hold the CII Chartered Insurance Broker title.
- **One of the firm's Executive Directors or Partners (who, as an individual, holds the Chartered Insurance Broker title), must take on the role of Responsible Member.** This person will have responsibility for submitting the firm's application for acceptance and annual renewal.
  - **A minimum of 90% of customer-facing staff (for guidance on this requirement please refer to the application form and in particular point '2. Customer-Facing Staff' within the 'Terms and conditions relating to entry' section) must be members of the CII.**

These requirements were put in place to help ensure that standards of professionalism are present throughout the entire firm. Membership of the CII brings with it a requirement to adhere to its Code of Ethics and Conduct. Qualified members of the CII are also obliged to comply with continuing professional development requirements, which ensures their knowledge and skill-set remains up-to-date.

To apply firms need to complete the form enclosed at the back of this leaflet or online at [www.cii.co.uk/chartered](http://www.cii.co.uk/chartered) All requested information must be provided, including:

- a copy of the previous year's final audited accounts
- a listing of Executive Directors or Partners including job title and Chartered qualifications held
- a listing of 'customer-facing staff' and corresponding CII membership status

It is important to note that the Chartered title scheme is underpinned by disciplinary procedures to ensure that agreed standards are met. The CII has the right to withdraw Chartered status from any firm found to be in breach of its regulations.

**Note:** Terms and conditions relating to the Chartered Insurance Brokers title can be found on the enclosed application form.

um  
nce



“ Insurance broking has undergone massive change in recent years and has never been under closer scrutiny. Professional broking firms need a means by which they can distinguish themselves and highlight the standards to which they adhere. Chartered status for firms will confirm in the eyes of customers and the rest of the market that the business is a leader in its sector. ”

David Slade  
Chairman

Insurance Broking Faculty



# The cost of becoming Chartered

The following fee structure has been devised to reflect the investment and commitment of applying firms, now or previously, in supporting staff through qualifications and in being members of the CII/Faculty of Broking.

Number of staff employed	Annual Fee
Up to 10	£500
11 – 50	£1,000
51 – 250	£1,500
250+	£2,000

Fees are payable annually, to be submitted together with the required annual returns. Forms will be automatically sent in advance of the anniversary date.

## Renewal

The Responsible Member will be sent declaration forms requiring completion and return to the CII. These will include:

- The make-up of the Executive Directorate or Partnership including Chartered titles held
- A listing of customer-facing staff and confirmation as to their membership status
- Self-certification on behalf of all members confirming compliance with the Code of Ethics and Conduct and Continuing Professional Development requirements
- A copy of the previous year's final audited accounts

## Further information

Full details, including a series of FAQs to address common issues relating to the Chartered Insurance Brokers title, can be found at [www.cii.co.uk/chartered](http://www.cii.co.uk/chartered)

To discuss the Chartered Insurance Brokers title please contact CII Customer Service at:

42-48 High Road  
South Woodford  
London E18 2JP  
tel: +44 (0)20 8989 8464  
fax: +44 (0)20 8530 3052  
email: [customer.serv@cii.co.uk](mailto:customer.serv@cii.co.uk)



“Chartered status will make a tangible difference to the way our customers see us. It will provide formal recognition of the professional standards to which we operate. It is a great stride forward for us and for the market in general.”

Stuart Reid  
Chief Executive  
Stuart Alexander Group Ltd



“We put a lot of effort into developing our people, both in terms of technical knowledge and overall professional practice. Chartered status provides concrete evidence of our approach and means we can confidently stand alongside accountants, solicitors and others in the professional arena.”

Chris Blackham ACII  
Chartered Insurance Broker  
Chief Executive  
Layton Blackham Group



“It is not easy achieving Chartered status but that is exactly as it should be. You have to work hard, but the rewards in terms of achieving market distinction make it well worthwhile. The question firms should be asking themselves is why they wouldn't want to achieve Chartered status.”

Paul Meehan FCII  
Chartered Insurance Broker  
Group Chief Executive  
Smart & Cook





**THE CHARTERED INSURANCE INSTITUTE**

42 – 48 High Road, South Woodford, London E18 2JP

tel: +44 (0)20 8989 8464

fax: +44 (0)20 8530 3052

email: [customer.serv@cii.co.uk](mailto:customer.serv@cii.co.uk)

website: [www.cii.co.uk](http://www.cii.co.uk)

© The Chartered Insurance Institute 2007

Ref: CII - CCT002 (10/07)