



Close Brothers Premium Finance focus on unlocking opportunities at BIBA 2024

Close Brothers Premium Finance (CBPF) will be back in force at BIBA 2024, highlighting the important role that premium finance plays in 'Unlocking Opportunities', for brokers and their customers.

CBPF managing director, Shaun Hooper, will be on the CBPF stand, alongside other senior members of the team, including Elliott Hayes (director of sales commercial lines), Colin Wallace (director of sales, personal lines) and Allen Seldon (product and proposition director), to discuss how brokers are faring in the current climate and how premium finance, and the broader offering from CBPF, can help.

The team will be on stand D30 and the key message to delegates will focus on how CBPF can help brokers lock-in the must-have insurance for their customers. As well as premium finance being a reliable, simple, and convenient option for anyone looking to better manage their payments, there are also a host of business benefits for commercial lines clients, such as fast approvals, flexible and personalised solutions, and improved cash flow.

Shaun Hooper, managing director, Close Brothers Premium Finance comments: "The landscape continues to pose a host of challenges to brokers and their customers alike. And we take great pride in providing reliable and flexible solutions that help. Whether it be products, insights, or training, we give brokers the confidence and tools they need to rise to the challenge and enable them to grow.

"Powerful insights shouldn't be kept under lock and key. By helping brokers unlock the power of data with unique insights, we are able to transform their relationships with their customers, and crucially, help them deliver better outcomes.

"That's why the theme of our stand this year is 'Unlocking Opportunities'. We're excited to be able to once again showcase our passion and expertise, as well as the transformative role that we can play in brokers' business growth."

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Notes to Editors

About Close Brothers Premium Finance

CBPF works with over 1,500 brokers in the UK, helping more than 2.4 million businesses and customers across the UK and Ireland spread the cost of their insurance premiums.

A pioneer in the field of premium finance, in 1977 CBPF was the first company to offer finance for insurance premiums. More than 45 years on we continue to deliver award-winning support through our strategic drivers of service, expertise and relationships.

Working in partnership with brokers, CBPF offers practical support, unique data and insights and a wide range of products that help all types of customers pay for their insurance, by spreading the annual cost over regular fixed monthly payments.