



digest

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What is the best policy?

We live in an era of "confusing" dot coms and somewhat annoying opera singers, so our mission is to take the stress out of buying insurance while also introducing a personal touch.

Our advisors are well-trained and personable professionals who delight in helping you to buy the right insurance at the right price.

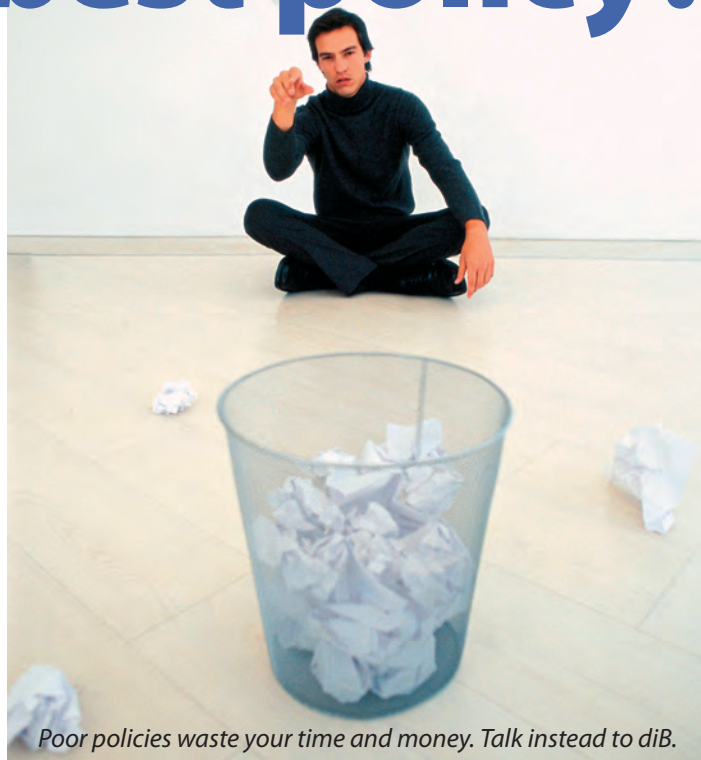
Don't let the unexpected ruin your personal lifestyle or risk buying a policy that lets you down when most needed.

The old cliché that says that you always get what you pay for is particularly true with insurance and unless you're a full-time insurance professional you may never really learn how to compare different covers or the meaning of the exclusions and terms that come with them.

That's where diB insurance fits in: we research, select and explain what you need, then we recommend the right insurance product for your particular requirements.

And if it is not available off the shelf, we'll work to create a solution just for you.

For help and advice just call our friendly advisers. We're there to help you.



Poor policies waste your time and money. Talk instead to diB.

Better cover? Take our words for it

At diB we work hard to give our clients value for money, but are also insurers as reliable?

We have examined various insurers' policy wordings for the legal expenses cover they provide. Most household policies have family legal sections and these can offer a valuable service if you become involved in legal wrangles.

Some of our competitors insist that their clients get less than they pay for, however, and many of their policies

have exclusions that prevent policy-holders getting help when they most need it.

The diB way is different:

- We cover more of the circumstances most likely to affect you. Our Preferred Family Policy now includes motoring prosecution defence and can protect you during contract disputes for building works - such as shoddy house extensions or poor double-glazing installations.

- We deal with more claims than many others. Some of our competitors say their clients

must seek their advice before taking action - a clause they use to avoid claims "because customers failed to consult them early enough". Our new cover has no such restriction.

- We cover more people and have widened the definition of who is insured by including everyone who is permanently resident with you - this is especially important for employment-related matters.

In addition to a 24-hour helpline for advice on any personal legal or tax matter, we now provide the following:

- Downloadable document templates to assist clients with personal activities such as power of attorney, buying and selling properties, and even issues such as pets and travel.
- Free will writing facility via our legal document service.

At diB we offer family legal cover with advantages over solutions from most other insurers, but without costing you a penny more.

Everything we do is designed to help you get the best cover for your premium.

We're with you all the way!

Merger transforms local broker into major nationwide business

We've been a major presence in our home town of Devizes for many years, but our recent merger means we are now bigger and even better connected than ever.

The important decision to merge with another highly regarded and successful insurance business was not one we took easily or lightly. However, we are now trading much more widely than only in our home town of Devizes and the move has been a good one for the company and for our growing band of satisfied clients.



Our new logo was created to reflect our traditional values and modern thinking.

"The benefit of our merger is that we have a larger client bank and increased resources for product development and sales, all of which allows us to leverage even better deals for our clients," said director, Kevin Kinder.

"The focus on friendly and helpful professional service is just

Every insurer tries to offer a broad range of insurance and finance products and although we have always endeavoured to provide a comprehensive service to appeal to every client, our new partnership improves our range of products and allows us to compete on the national stage with the household names of the insurance industry.



the same. My brother Adrian and I are still very much at the helm, but we now have more depth of talent in the team than ever before."

Adrian Kinder added: "We think this is good news for Wiltshire as we have every intention of taking our personal brand of service to more clients in the community and as you will read elsewhere in this newsletter, we believe that in most situations a specialist broker can still beat the Internet".

Finally, what's in a name? As Devizes Insurance Brokers we often used the acronym "DIB" and this was therefore a logical choice of name for the newly enlarged company.

Meerkat or Fox - can you tell the difference?

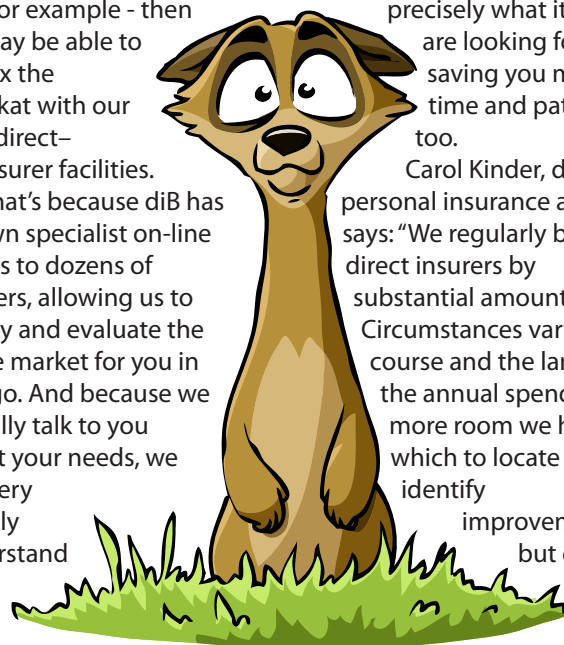
Can one hope to beat the Internet to get the right insurance at the right price?

For standard home insurance, on-line prices can look pretty hard to beat. The snag is, one can lose the will to live while looking for the best deal – assuming you know enough about insurance to tell differences between policies.

If you have slightly different insurance needs - a high value home, one of non-standard construction, or one with an element of business

use, for example - then we may be able to outfox the Meerkat with our own direct-to-insurer facilities.

That's because diB has its own specialist on-line access to dozens of insurers, allowing us to survey and evaluate the entire market for you in one go. And because we actually talk to you about your needs, we can very quickly understand



precisely what it is you are looking for, saving you money, time and patience, too.

Carol Kinder, diB personal insurance adviser, says: "We regularly beat direct insurers by substantial amounts. Circumstances vary of course and the larger the annual spend the more room we have in which to locate and identify

improvements, but on one

recent buildings and contents policy, for instance, we reduced a bank's premium by 50%, saving our client at least £500 and all without compromising on the cover at all.

"It's not just about cost though. We may widen cover without increasing premiums, for those who work at home, for example.

And if you are unlucky and have to claim, we will be by your side to ensure you are treated fairly."

For an indication of terms with no obligation, call us when, or preferably before, your home insurance runs out.

scam|Alot

Once upon a time any crook with a shred of decency wore a mask and carried a sack embroidered with the word "Swag". Today's crooks rely simply upon a victim's phone and computer - and their gullibility.

Scamalot is a regular feature designed to inform you and help you to beat the baddies.

Payment Protection Insurance (PPI) claims

What's the scam?

PPI is a policy that was once a compulsory addition to consumer loans. The policy was designed to protect the borrower if they were unable to keep up payments if they became sick or injured, but policies often had sneaky exclusion clauses. For example, if a borrower had changed jobs in the last two years, claims would not be accepted.

It was a double-dodgy scam because the premium often included as much as 95% commission for the seller, for which consumers then paid high credit charges on the commission as well as the product. It's been a genuine rip-off and so far more than 200,000 people have claimed refunds for being mis-sold these policies.

Who was at it?

Sales of PPI have mostly stopped but almost all of the big bank and finance operations and large supermarkets were at it at some stage.

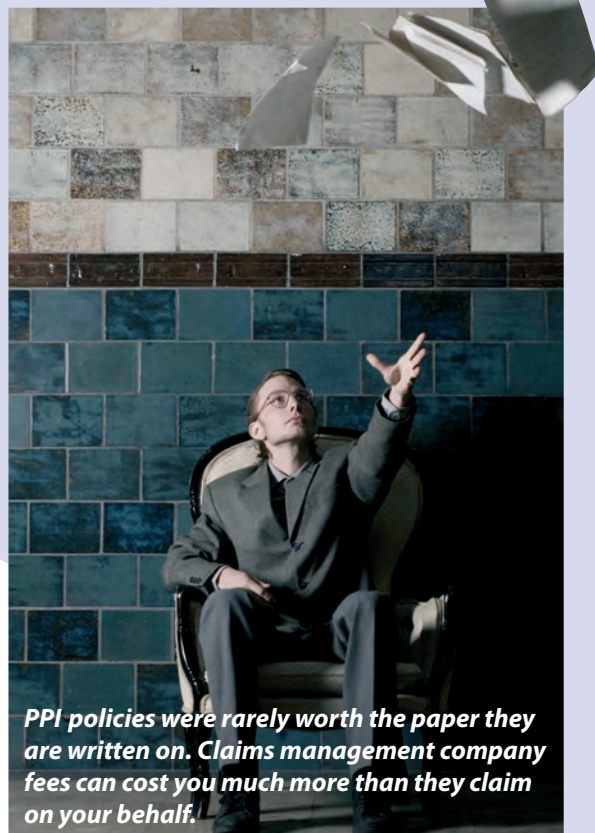
The scam is now compounded by claims management companies (CMCs) who are trying to make a quick buck by offering to make refund claims on your behalf. They are using text and automatic telephone dialing to bother us all into letting them claim for us.

There are rich pickings, with the average claim for mis-selling coming in at over £8000, and the CMC will often take 30% or more, sometimes charging cash fees of £400 up front. The danger is that they regularly charge you more than the claim is worth, so you could end up out of pocket twice.

What can you do?

Our company has never sold PPI and we are angry at what the banks have done to discredit our industry. We don't see why you should be driven into the hands of dodgy claims operations.

If you think you have been mis-sold such a policy you have choices, which is why we are publicising the FREE Which? Magazine's PPI reclaim tool. It's online at www.which.co.uk/ppi and has already been used successfully by thousands of people.



PPI policies were rarely worth the paper they are written on. Claims management company fees can cost you much more than they claim on your behalf.

Injury Referral fees

What's the scam?

You have probably heard that a whole industry was developed to 'help you claim' for personal injuries. The sheer scale of the increase in claims is costing the NHS, councils and insurers millions – and that means we all get to pay, because we have to fund these costs through tax and premiums.

It's estimated that exaggerated whiplash claims alone add more than £20 to your car insurance every year.

Who is at it?

Claims management companies are seen as the main culprits, but some solicitors are guilty of encouraging the scam because they have been prepared to pay as much as £1000 for a 'good' claim in order to earn legal fees from it.

Many insurance brokers have been involved, too, selling crash details to claims management companies, and there are insurance companies that are not blameless either; while one side pays the claims, the other side has been busy selling potential claims information to solicitors.

What can you do?

You may have read that the Government is tackling fraudulent compensation claims and claim exaggeration in a number of ways. Claims management companies now have to be licensed and solicitors will shortly be banned from paying 'referral fees'. If you have been injured our advice is for you to contact the Association of Personal Injury Lawyers (www.apil.org.uk) and decline unsolicited offers of help from injury vultures. *diB has never sold accident details or injury leads to third parties and will never do so.*

Registering with the Telephone Preference Service can help to reduce nuisance calls from claims management companies and some others. Register at www.mpsonline.org.uk/tps/index.html

www.dibinsurance.com • info@dibinsurance.com • 01380 724288
diB insurance is an independent general insurance intermediary authorised and regulated by the FSA (314116)

All you need is love - and a prenuptial agreement

diB is the only broker in the area to offer a new type of divorce insurance.

Until now, prenuptial agreements have had little force in English law, but this changed in 2010 when the Supreme Court established a new precedent by ruling in favour of a German heiress, whose pre-nup was challenged by her ex-husband. He claimed that he hadn't realised how one-sided it was when he signed it!

Two policy options are now available with diB from participating solicitors: the standard version will provide a simple indemnity from legal expenses in defending a challenge to a pre-nup agreement. A wider, enhanced cover will include other expenses such as mediation, and if that fails, the cost of a contested divorce.

diB director Brian Dunk says: "Prenuptial agreements were viewed with amusement in the past and were often dismissed as cynical safety nets for playboys and celebrities. Indeed there are examples that they were used as wedding gifts for rich offspring. Now, these agreements offer ordinary people genuine practical criteria for pre-nuptial protection."



NEXT ISSUE

• Keep the scammers off your PC and your phone

• How not to void your travel cover for any pre-existing medical conditions

+ Regular Features to keep you protected and in pocket.

Published by

diB
insurance

Sidmouth House
20 Sidmouth Street
Devizes SN10 1LD

'Free' high street finance advice is a costly myth

One of the big misconceptions about financial advice from a high street institution is: **it's free.**

That's a myth perpetuated by the banks' financial advisers who say there is no cost for their advice, but that is contradicted in the paperwork they hope you will not read.

In a recent investigation 48% of bank advisers showed a poor understanding of the risks of investing, and often made misleading statements about the features and costs of the products that they offer.

It's no surprise they want to keep this kind of thing quiet when, for example, one of the largest banks was fined £7.7 million and ordered to pay almost £60 million in compensation to customers for poor advice and recommending inappropriate investment products.

Banks and building societies make money through commission for the products that they recommend and their advisers regularly refer to 'initial charges' - such charges form the bulk of their earnings - as "set-up costs", and then omit to mention the ongoing annual commission they receive for the investment

products they recommended.

In one instance a researcher was told by a bank adviser to invest £50,000 in a bond netting more than £4,400 in commission - a fact that was not disclosed to the researcher at all.

diB does not offer financial advice. We say it's wrong to mislead customers over charges but it's still very important to take independent professional advice on investing.

Good independent advice may cost a small fee but it's worth it to be recommended products from the whole of the market and to know the cost of the service in advance.