

Best Protection Adviser

In an extremely tight contest, this year's best protection adviser was won by Click Financial, which managed to beat more established names to the prize.

The judges felt the firm's genuine desire to close the protection gap, its impressive growth and heavy investment in marketing were enough to nudge it ahead of rivals.

Click Financial spends over £1m a month on paid per click marketing campaigns for protection products, making it the largest investor in such schemes.

The firm launched a new brand this year and is now delivering over 20,000 protection enquiries every month and hosts and develops up to 250 websites at any one time.

Click saw an impressive growth in business in 2006 and forecasts it will have 304 staff by June 2007 compared with 133 in June 2006, with advised sales staff rising to 51. Turnover rose steadily and is predicted to reach £25m by June 2007 compared with £11.3m in June 2006.

Judges were also impressed by the firm's ambitious plans for future growth and the fact that it reinvests profits back into the business. The firm concentrated heavily in treating customers fairly throughout the year and was involved in the FSA's work on critical illness.

Second place Lifesearch had another fantastic year with solid growth, leading industry campaigns and winning the contract with Asda to create the first partnership between an adviser firm and supermarket.

But with little to choose between them, the judges crowned Click the winner for its heavy investment in the sector and ambitious future goals.

Winner

Click



2nd LifeSearch

3rd Endsleigh Financial Independent Tailoring

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