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## **SECURITOR ONLINE INSURANCE GUIDE A WIN FOR CONSUMERS**

**Securitor has launched an online reference guide to help adviser's source up-to-date information on all the insurance products it offers.**

Known as *Securitor Edge*, the tool consolidates this information which cannot be readily found in adviser guides or in comparator tools, giving advisers more time to spend with their clients.

By strengthening and supporting adviser's insurance product knowledge, *Securitor Edge* facilitates better client outcomes. It currently provides information on seven insurance providers and their insurance offering.

According to Securitor's National Manager of Insurance, Melissa Crawford, advisers are looking for more than just product information from insurance providers.

"They want to understand a product from the perspective of what is being offered overall by an insurance provider. This provides them and their clients with meaningful context so they can make more informed and integrated decisions."

Using the format provided by Securitor, each insurer has provided information on their products and their overall insurance offering, such as unique underwriting and claims services. This means the online guide is in a consistent and easy-to-use format which compliments other advice tools such as ratings software and advice guides.

"This tool significantly evolves insurance product comparisons. It makes accessing current product and insurance offering information easy, putting the focus back on the client relationship where it should be."

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A member of BT Financial Group

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