

SMART BUSINESS SOLUTIONS FOR BROKERS

Keith Frost – Group Acquisitions Manager

YOU ONLY SELL YOUR BUSINESS ONCE

We understand that...

- Making the decision to sell, whether whole or in part, can be a difficult process
- You've spent years building up your business and wish to see your legacy, brand, staff and premises intact post-sale
- It's your future – deciding whether to stay on, retire or fulfil other lifetime goals is a personal choice



ABOUT US

- The County Group is a UK Top 25 Broker
- This year we'll handle in excess of £103m in gross written premiums
- We have acquired a number of insurance brokers in our 15 year history
- We are seeking further acquisitions into the group to complement our strong organic growth

OUR SERVICES

Commercial Insurance



From sole traders through to large corporate companies

Personal Insurance



Private Car, Van, Travel, Home & Equestrian

Taxi Insurance



Specialists in Taxi Insurance and other niche areas



The County Group
Insurance & Financial Solutions

WHERE WE ARE

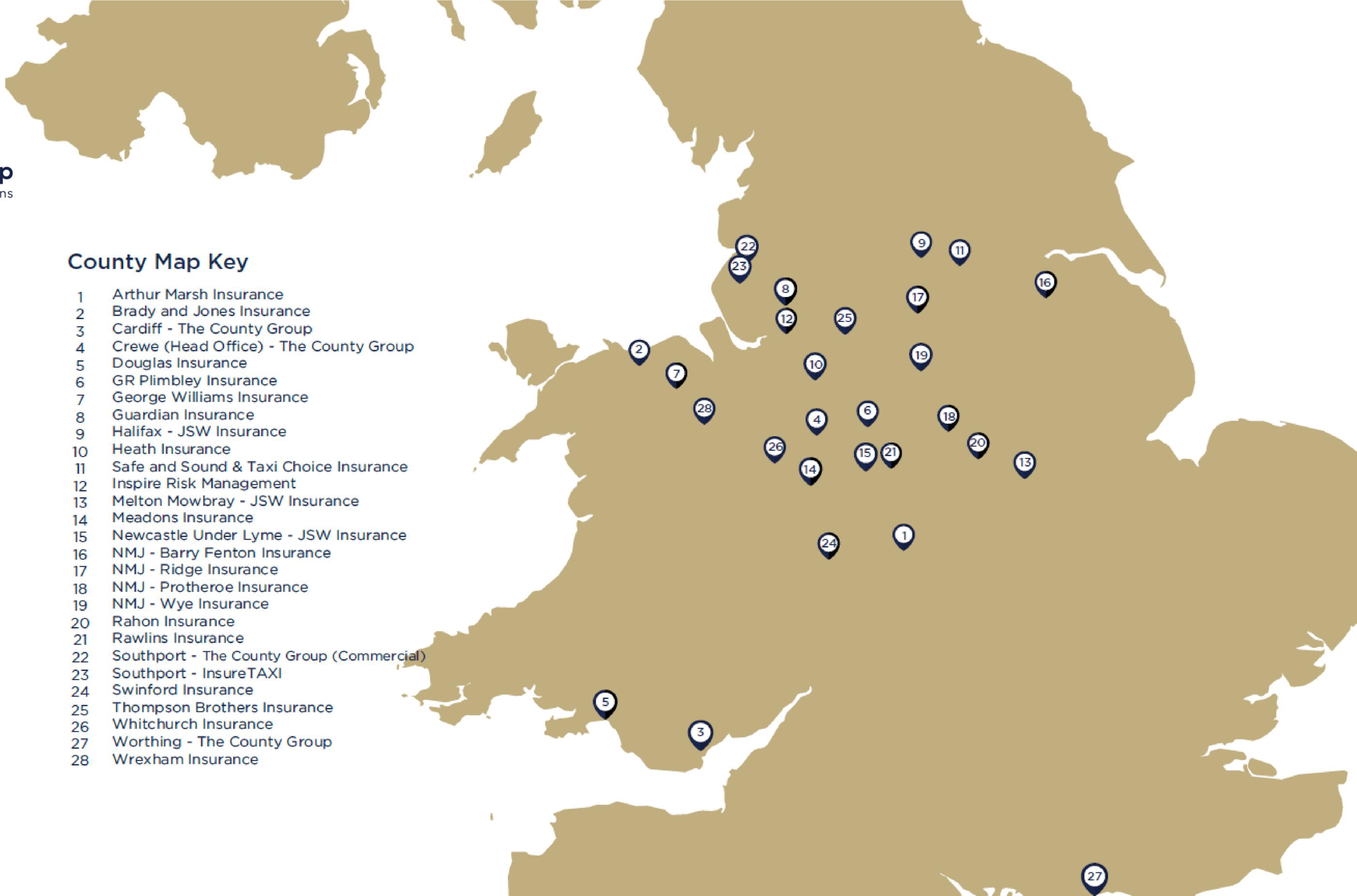
- 28 Branches
- North West, The Midlands, South Coast & Wales
- Head Office in Crewe
- Continuing to grow!



BRANCHES

County Map Key

- 1 Arthur Marsh Insurance
- 2 Brady and Jones Insurance
- 3 Cardiff - The County Group
- 4 Crewe (Head Office) - The County Group
- 5 Douglas Insurance
- 6 GR Plimbley Insurance
- 7 George Williams Insurance
- 8 Guardian Insurance
- 9 Halifax - JSW Insurance
- 10 Heath Insurance
- 11 Safe and Sound & Taxi Choice Insurance
- 12 Inspire Risk Management
- 13 Melton Mowbray - JSW Insurance
- 14 Meadons Insurance
- 15 Newcastle Under Lyme - JSW Insurance
- 16 NMJ - Barry Fenton Insurance
- 17 NMJ - Ridge Insurance
- 18 NMJ - Protheroe Insurance
- 19 NMJ - Wye Insurance
- 20 Rahon Insurance
- 21 Rawlins Insurance
- 22 Southport - The County Group (Commercial)
- 23 Southport - InsureTAXI
- 24 Swinford Insurance
- 25 Thompson Brothers Insurance
- 26 Whitchurch Insurance
- 27 Worthing - The County Group
- 28 Wrexham Insurance



MEET THE TEAM



Dave Clapp
CEO



Alastair Christopherson
Group Managing Director



Andy Roden
Managing Director - Retail



Paula Williams
Managing Director - Commercial



Chris Parker
Finance Director



Mark Hallam
Operations Director



Claire Smith
Director of Sales and Marketing



Gary Fennah
Group Sales Director



Linda Catterall
Head of Compliance



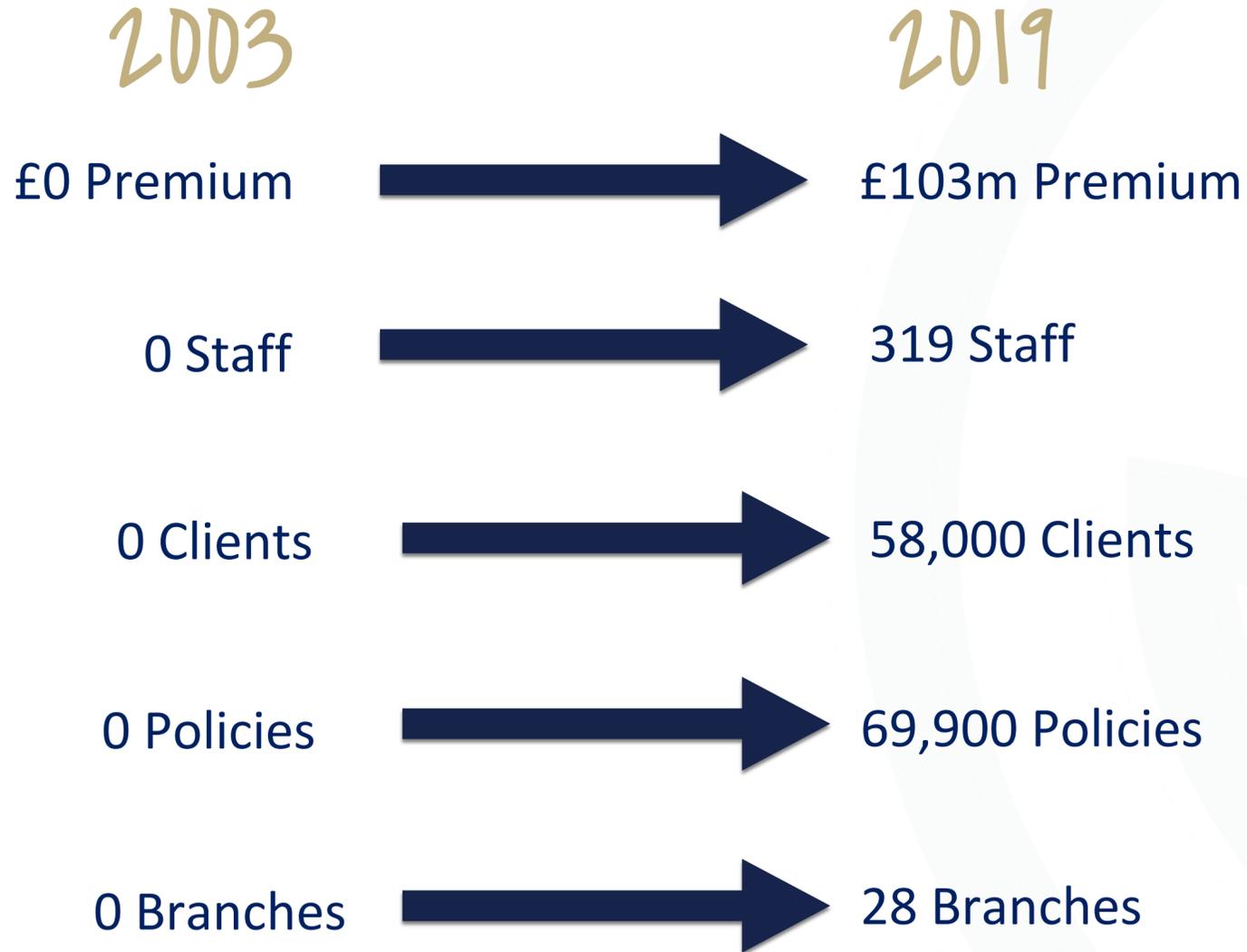
Stacey Hulse
Financial Controller



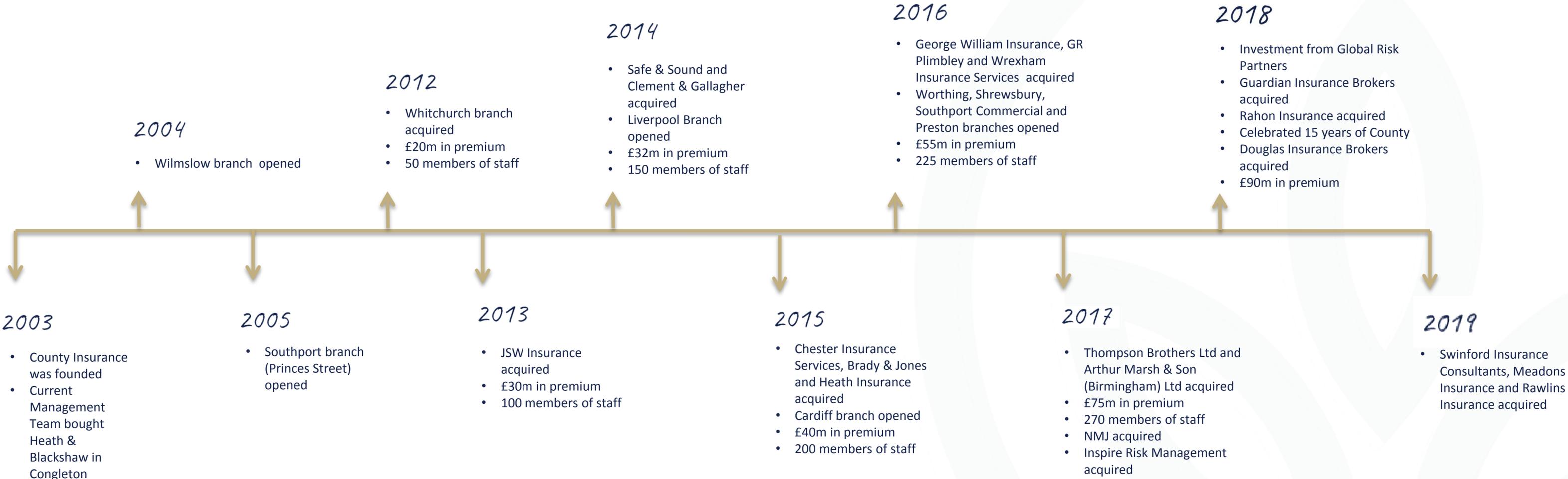
Keith Frost
Acquisitions Manager



OUR GROWTH



HOW WE'VE GROWN



OUR REPUTATION



Together we will **CREATE** our future



OUR VISION

- We are looking to acquire more brokers in strategic areas and to grow these organically with further investment
- Community broking is at the heart of our strategy
- We feel there is a strong need for continuity of service levels
- Our business model, whilst flexible, is to expand our branch network and retain all employees



WHY JOIN US?

There are many benefits to joining The County Group...

- Many business owners have already trusted us with their brokerage in the last few years
 - Payment options we will consider: management buy in or buy out, partial equity release, long term staged sale
 - You choose whether to retire or be employed by The County Group
 - We aim to retain all your clients with community broking at the heart of our strategy
 - Sensitive approach to client communications and PR
 - Secured employment for your staff and real career opportunities
-



WE OFFER SECURITY FOR THE PEOPLE WHO HAVE HELPED YOU GET THIS FAR – YOUR TEAM



Karen Barrett – Heath Insurance

Acquired 2015

"I had worked for Heath Insurance for over 30 years when it was sold to County in 2015. All of our original staff have been retained and I have since been promoted to Branch Manager. I admire the investment that has been made in our office and the staff who are reaping the benefits."



The County Group
Insurance & Financial Solutions

MANY PREVIOUS OWNERS ARE STILL WORKING WITH US



Barry Thompson – Thompson Brothers

Acquired 2017

"Selling our business was one of the hardest decisions we ever made. As a caring family firm for over 35 years we were concerned for all staff and clients how this decision would affect them.

Choosing County has been a dream fit and they have helped us in all aspects both during and after the acquisition. We still remain to run the business but now have the power of the County Brand and this has allowed us all to grow and maintain our great relationships with all concerned here at Thompson Brothers.

Business is built on trust and The County Group has delivered in all areas of their promises."



The County Group
Insurance & Financial Solutions

KEY INSURER PARTNER PANEL

The County Group work with a small number of carefully selected business partners with whom we have established a strategic relationship and a joint business development plan. All of the Insurers on our Key Partner Panel offer a first class service, are financially secure and offer a excellent claims service to our clients.

We have developed trading relationships with each business partner which has been built up over a period of time facilitating our growth as a Group and aimed at helping us to win new clients and retain existing business. Due to our profitable growth year on year insurers have recognised we are in a unique position nationally as an entrepreneurial independent brokerage and can bring real value to their own businesses.

Each Partner Insurer has appointed dedicated underwriters to The County Group. Our clients will benefit enormously with the improved trading position that this brings to us. You will benefit by developing a trading relationship environment, which will allow you to win more business and service our clients with the knowledge the industries leading Insurers are backing you with tangible support.



WE CAN ALSO SUPPORT YOU WITH...

- **Accounts** - paying invoices, handling client fees, reconciliation
- **Insurers** – we will manage the key insurer relationships ensuring we optimise our trading relationships commercially whilst delivering products and services facilitating growth
- **Marketing** – generate inbound enquiries through a variety of methods, we also support you with your brand awareness and marketing collateral
- **Compliance** – administrating/managing compliance and FCA Regulation on your behalf
- **HR and Recruitment** – staffing, employment law, support
- **Training** – continual professional development of staff
- **Sales** – strategies to increase sales and revenue
- **Operations** – support with your premises and equipment including phone/IT systems



MANY PREVIOUS OWNERS ARE STILL WORKING WITH US



Mike Jones – Brady and Jones Insurance

Acquired 2015

"Selling my business to County after so many years was a difficult thing to do but I am pleased to say it was the right decision. I am still at the forefront of the day-to-day running of the business but have benefited from County's large portfolio of schemes and in-house Marketing, Compliance and Accounts support. This has allowed us to achieve record sales this year!"



The County Group
Insurance & Financial Solutions

THE COUNTY GROUP WILL HELP YOU GROW FROM STRENGTH TO STRENGTH



Nathan Walton – JSW Insurance

Acquired 2013

"I joined forces with The County Group in 2013 and things have gone from strength to strength. Having grown JSW from when it was established in 2003 it has since doubled in size due to the strength of the relationship we have with the County Group and their insurer partners."



The County Group
Insurance & Financial Solutions

BENEFIT FROM DIGITAL AND TRADITIONAL MARKETING SUPPORT



Save money on your home insurance
Get 12 months cover for the price of 10!*

The County Group
Insurance & Financial Solutions

All profits go to

Affordable cover with a personal touch!

It's nearly that time of year again for you to renew your home insurance. The County Group are delighted to offer you 12 months cover for the price of 10!*

Quote "HOMEIO" prior to quotation to redeem our special offer.
Our insurer SAGIC donates 100% of their profits to people in need, distributed by The Salvation Army. This means when you buy a home insurance policy, you not only enjoy comprehensive cover but you help the charity raise much needed funds.

- Our home insurance includes:
- ✓ Elm buildings and £85k contents cover*
 - ✓ FREE personal possession cover, up to £5,000*
 - ✓ Cover for lost or stolen keys*
 - ✓ Spoilage of domestic food*
 - ✓ Garden re-landscaping*
 - ✓ 24 hours claims hotline*
 - ✓ And much more! *

Limitations and conditions apply. Contact us for more details.



"I've known County for 6 years and use them for business, house and car insurance - very good rates and excellent service. Cannot fault them!"

Vicky Griffiths
Commercial & Personal Insurance Client

"Excellent service, professional and friendly. Really feel like I'm getting the best deal & confident that if there's an issue, it will be dealt with easily"

James Cooke
Personal Insurance Client

Contact your local friendly team for a no-obligation quote today!

Call us:
01743 588979

Enquire Online:
www.countyins.com/sagic



"Honest, reliable and excellent value for money!"
Michael Skucha
Property Owners Client

feefo
The UK's leading trust mark

Specialist Insurance for landlords & property owners

Looking for great rates on your landlord or property owners insurance? Look no further. The County Group provide competitive cover for individuals and businesses involved in any aspect of the buy-to-let market. Speak to our friendly, local team of insurance experts today and we'll ensure that you receive a competitive quotation - offering you quality cover that is tailored, affordable and easy to manage.

Broker Service

As one of the UK's Top 25 Brokers, we'll compare prices and cover from many of the leading insurers to find you a great deal. We use our long-standing relationships and bulk-buying power to save our clients money whilst ensuring that they have the right cover for their needs.

Benefits

- ✓ Policies for multiple properties available - easier admin and one renewal date!
- ✓ Add, change or remove properties whenever you need to
- ✓ Excellent basic levels of buildings and contents cover as standard
- ✓ Option to increase standard cover limits to your desired amount
- ✓ Quick reliable UK based claims service
- ✓ Loss of rent cover due to a claim
- ✓ Cover for in between tenancies

QUOTE ME
Call 01900 267022 or pop in and see us at:
26 Jane Street, Workington, CA14 3BB

Club Connect
Brought to you by The County Group

Get all the cover you need from your local insurance broker and club sponsor...

Motor Insurance
Every policy taken out will result in a donation to Shrewsbury Town FC so please support your local club

The County Group provide competitive rates coupled with exceptional service for...

- Business Insurance - Covering a wide range of industries from sole traders through to large corporate companies.
- Personal Insurance - A full suite of products to cover your Home & Contents, Car, Van and Travel.

Call Us: 01743 588722 and mention "Shrewsbury Town FC"

www.countyins.com/shrewsbury
shrewsbury@countyins.com

The County Group
Insurance & Financial Solutions

JSW Insurance Specialist brokers for motor traders
Part of The County Group

Tailor made Insurance for MOT Stations

Great benefits paired with competitive rates and exceptional service:

- Interest free installments (subject to a financial health check)
- Public Liability limit and defective workmanship of £5 million
- Free personal accident and assault cover
- Business interruption minimum of 18 months indemnity period
- Free MOT loss of license cover
- Protected No Claims Bonus

MOT policies for garages across the nation | Our quotes are competitive and without complication | Talk to a representative for further information

Get in touch for your FREE insurance review

Call us: 0333 202 6475 | Enquire online: info@jswinsurance.co.uk

Southport celebrating with first ever victory

BOWLS
BY SAM BROOKS

SOUTHPORT Crown Bowling Federation celebrated a spectacular start to the season after winning their first ever game in the Federation National League and successfully securing kit sponsorship. The first league game was played at home against Airedale. Southport came out on top, successfully winning 10-2 at home and just losing the away leg 7-5. The second game against a strong Dudley team was a completely different story with defeats for Southport both home and away.

Southport are now among 33 teams who entered into the league for the 16th season since it went onto the national scene in 2001. Other newcomers to the league include Bradford, Burton, Dudley and Liverpool St Helens.

A further triumph for Southport came in the form of securing kit sponsorship from The County Group - one of the UK's Top 50 Insurance Brokers with offices in Southport and Liverpool.

This was gratefully received by the club who had already organised various fundraising activities to cover the cost of entering the league. Referring to the victory, club chairman Chris Harding said: "Our first game was a huge achievement for Southport Crown Bowling Federation. "We are now looking to the remaining fixtures. "I would also like to thank Kevin Catterall, MD at The County Group said: "It's great to see Southport Crown Bowling Federation compete against some of the UK's top clubs. "As a team they have worked extremely hard to achieve this, this wouldn't have been possible!"

As a local business we are proud to be supporting our club and would like to wish them all the best for the rest of the season.

● Southport Crown Bowling Federation team

NEXT STEPS

Like we said at the beginning, making the decision to sell can be a difficult one. Here's a brief overview of our standard process however we would very much like to discuss this with you in person.

- Get in touch with our Group Acquisitions Manager, Keith Frost to arrange a no-obligation chat. Call 07771 958 224
- We'll Offer – if we both agree to proceed after the initial negotiations
- We'll issue contracts and complete initial due diligence
- We'll agree contracts and prepare for completion
- Completion day – you'll formally hand over your business and begin integration into The County Group



WANT TO KNOW MORE?

Speak to us. We understand that selling your business is not a decision that you will take lightly.

Get in touch with our Group Acquisitions Manager, Keith Frost to arrange a no-obligation chat.

 One Millennium Gate, Westmere Drive, Crewe, CW1 6AY

 07771 958 224

 keithf@countyins.com



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