

# PRESS RELEASE

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## **GUARDIAN INTRODUCES EASY ONLINE SELF-SERVICE REGISTRATIONS ALLOWING FIRMS AND ADVISERS TO SIGN-UP TO DO BUSINESS 'WITHIN MINUTES'**

Protection challenger Guardian is launching an innovative, online, self-service registration process so that firms will be ready to place business with Guardian in a matter of minutes.

The self-service system will allow firms to avoid the traditional, time-consuming, paper-based agency set up process. It will be available when Guardian opens for business next week.

This 2-step process means that whether the firm is part of a national, network or service provider they can self-register and, as soon as the firm is confirmed, individual advisers will be able to register too.

Firms register online by entering their reference number (FRN). For directly authorised firms, this generates an online Terms of Business document that the principal or authorised signatory can sign using secure digital technology, DocuSign.

On receipt of the Terms of Business by Guardian, the signed version is automatically acknowledged by email. The system then generates an invitation to the principal to register himself or herself where they can then let individual advisers within their company know they can now register.

**Andy Peters, Guardian Distribution Director, says:** "Our brand promise is Life. Made Better. One way we're doing this for advisers is by introducing a unique online registration system, that's quick and easy to use. Rather than the traditional route of setting up agencies, managed by an agency team, we've created a completely self-service process which will allow firms and their advisers to register and be ready to do business with us within minutes."

**Kerry Nelson, Nexus IFA managing director,** whose firm has gone through the online registration process, says: "The online registration system is really easy to use. It is encouraging to see a provider making it as simple as possible to register with them and generate and agree terms of engagement – all in a single online session. It can be a barrier to doing business if setting up an agency is too complicated."

**Mike Allison, Head of Protection at Paradigm, says:** "Paradigm are delighted to have been working closely with Guardian as part of their market entry pilot. One of the things we've been impressed by is the challenger's commitment to using new technology to improve the adviser experience, which is something we have been advocating in the protection market for some time. Building a self-service registration process is just one great example of how Guardian is making the online journey simpler, faster and more intuitive for advisers."

*-Release ends-*

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**Notes to editors:**

Press enquiries to John Lappin, [johnlappinmedia@gmail.com](mailto:johnlappinmedia@gmail.com) or Rachael Welsh, [Rachael.welsh@guardianfs.co.uk](mailto:Rachael.welsh@guardianfs.co.uk).

**Guardian Financial Services is an appointed representative of Scottish Friendly**

Through our agreement with Scottish Friendly Assurance Society Limited (SFA), where SFA provides the balance sheet capacity, including allowing use of existing permissions to write business, we'll distribute our new protection business through the UK intermediary channel. As an appointed representative of Scottish Friendly Assurance Society Limited, Guardian Financial Services Limited is the market-facing brand under which we'll promote our proposition and engage with advisers.

**Background to Guardian Financial Services, owned by Gryphon Group Holdings**

Gryphon Group Holdings announced in December 2017 that it had acquired the Guardian trading name for the protection company it was building. In June 2017, the entrepreneurial firm announced that it had raised £180 million from the city to design, build and launch a protection challenger.

**Guardian's business partners**

Gryphon Group Holdings is majority owned by Punter Southall Group as the largest equity capital investor. Leadenhall Capital Partners are co-investors and have provided a substantial additional facility to fund the company's growth plans. Its back-end technology partner is Liss Systems, the UK arm of Nasdaq-listed EXL. Its front-end technology, branding and marketing partner is Space, UK based financial services specialists. Risk partners are Hannover Re and Gen Re.