



Rock Calls on Agents to Boost Sales and Commissions in a Tough Year

Rock Insurance is urging agents to embrace the new FSA regulation and use it to increase profitability in 2009 - forecast to be a tough year.

Antony Martin, Managing Director, Rock Insurance, said: "The new FSA regulation creates a level playing field for travel insurance sales and, for the first time in a long time, agents can sell standalone travel insurance which could boost sales considerably."

"There is a perception that the regulation is complicated and too expensive and although it is marginally more expensive than the previous ABTA regulation, it widens the opportunity to sell creating more opportunities to earn valuable commission."

Rock has partnered with ITC, the UK's market leader in independent regulation management to offer the industry the best in regulation training and management. For those who decide to become Appointed Representatives, ITC will manage the entire process including submission to the FSA, face to face training where appropriate and online training.

Martin continued: "ITC has made this process really simple and most of Rock's agents have already signed up meaning they have started to benefit from insurance sales in 2009. Early signs are showing an increase in conversion rate which is great news for the travel sector."

For information about Rock Insurance please call 0844 482 0660 or email info@rockinsurance.com.

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