ISSUE ONE

The Edge: Digital Insurance Insights

Mortgage intermediaries are currently operating in one of the most dynamic lending environments of the last decade. With over 1.6 million fixed-rate mortgage deals set to expire this year, activity is expected to surge - bringing fresh opportunities to support clients through a complex economic environment with their financial decisions.

WE'RE EXPLORING:

01 WHY TIMING IS AS IMPORTANT AS PRICE

02 HOW EMBEDDING INSURANCE FITS NATURALLY INTO THE MORTGAGE JOURNEY

03 WHAT "FAIR VALUE" REALLY MEANS UNDER THE FCA'S CONSUMER DUTY

04 WHY SMART PRICING MATTERS - AND HOW UINSURE IS SUPPORTING INTERMEDIARIES

Timing: The Hidden Driver of Insurance Conversion

For years conventional wisdom has said that price is the most important factor in an insurance purchase. Yes, **price matters - but it's only part of the story**. Uinsure's research, based on insights from over 2,000 buyers and non-buyers of insurance reveals a more nuanced truth: **Timing is just as critical - and often more so - than price.**

From our latest customer insight research:

34% **of people who didn't buy insurance said they just weren't ready** — not that the price was too high.

77% **intend to buy insurance within eight weeks of receiving their initial quote**, often triggered by a mortgage milestone

Advisers Have a Timing Advantage

The timing challenge is one that mortgage intermediaries are uniquely positioned to solve. Unlike aggregators or direct insurers, advisers already know:

- When a client is buying or remortgaging
- When documents are issued
- When exchange or completion is likely to happen

These markers are the **perfect opportunity to reintroduce insurance** - especially when you know the client needs cover to proceed. Engaging at these moments doesn't just increase conversion - it increases relevance and trust.

Timing as a Trust Builder

Well-timed insurance conversations don't just sell policies - they:

01 **Reassure clients during a complex financial moment**

02 **Reduce the chance they'll go to an aggregator**

03 **Show that you understand their full journey, not just their borrowing needs**

UINSURE

Embedded Insurance: Seamless Protection at the Right Moment

Mortgage intermediaries already help clients navigate some of the most complex financial decisions of their lives. But what if insurance could be offered in a way that felt natural, seamless, and value-led?

That's the promise of embedded insurance: integrating protection into the mortgage journey at just the right time, without friction, duplication, or extra admin.

What is Embedded Insurance?

Embedded insurance is about offering cover as part of an existing customer journey, not as a separate sale. The customer doesn't have to go elsewhere - the adviser delivers a solution right when it's needed.

Examples in other industries:

- ✓ Travel insurance added during a holiday booking
- ✓ Product protection offered at checkout
- ✓ Extended warranties pre-filled for electronics

Why This Matters to Mortgage Advisers

Many intermediaries already ask about home insurance - but if the customer has to visit another website, wait for a call, or re-enter their property details the risk of drop-off or aggregator diversion is high.

Embedded models remove these hurdles and allow the adviser to:

- **PRESENT COVER OPTIONS WITH MINIMAL EFFORT**
- **KEEP THE CONVERSATION WITHIN THEIR OWN ADVICE PROCESS**
- **IMPROVE RETENTION AND INCREASE CONVERSION**

Panel-based Embedded Models: the Uinsure Approach

Uinsure's embedded model is underpinned by a panel of insurers, not a single provider. This approach delivers key advantages for both advisers and clients:

Benefit	What It Means
Competitive Pricing	Multiple insurers quote in real time — no need to shop around
Broader Coverage	Non-standard properties and complex cases are better accommodated
Resilience	If one insurer tightens criteria or exits, others are available immediately
Compliance Confidence	Panel models reduce reliance on one pricing structure, supporting fair value assessments

Better for clients, better for business

Customers - especially younger buyers - increasingly prefer “don’t make me think” experiences. They want fewer steps, less repetition and immediate value

They already trust their adviser to find the right mortgage. Offering home insurance as part of that trusted advice journey just makes sense.

By embedding insurance:

01
CLIENTS STAY ENGAGED WITH THE ADVISER, NOT REDIRECTED TO AGGREGATORS

02
CONVERSION IMPROVES, BECAUSE THE COVER IS OFFERED AT THE RIGHT TIME

03
THE PROCESS FEELS JOINED-UP, REDUCING QUESTIONS, GAPS, AND DELAYS

And importantly: advisers are seen as offering a complete service, **not just a loan.**

Competing With Aggregators: Reclaiming the Customer Journey

Price comparison websites (PCWs) have reshaped how many consumers think about insurance. But for mortgage advisers, this rise of aggregators has created real challenges - especially when it comes to retaining control of the customer relationship.

The Aggregator Advantage and their Limits

Aggregators excel in three key areas:

- ✓ **Timing** – They target "in-market" customers at exactly the right moment
- ✓ **Simplicity** – They remove decision fatigue with straightforward comparisons
- ✓ **Perceived Value** – They lead with price as the differentiator

But these advantages come with trade-offs:

- ✗ Cover is often generic, not tailored to the client's property or needs
- ✗ Support is limited – few offer real advice or claims guidance
- ✗ Customers are often upsold add-ons they don't understand or need

Why Advisers Do it Better

As an intermediary, you already hold the two most powerful cards: client trust and timely insight. You know when your client needs insurance, you understand their property and you have a regulatory duty to ensure they're covered appropriately.

With the right tools, you can provide:

- **More relevant cover than an aggregator**
- **Better timing, embedded in your process**
- **Stronger retention, because the relationship already exists**

Reframing insurance as a value conversation

Rather than competing with aggregators on price alone, advisers should position insurance as:

- A necessary protection, not an optional extra
- A core part of homeownership, not a standalone product
- A natural next step in the mortgage journey

Clients are far more open to these messages when delivered in the context of a mortgage conversation - especially if the process is fast, relevant, and pain-free.

Price Optimisation: Smart, Fair, and Adviser-Friendly

Pricing in the insurance industry has traditionally been a balancing act between risk, profitability, and competitiveness. But in a digital-first environment - where advisers need to convert clients quickly and fairly - the one-size-fits-all approach is no longer enough.

At its core, price optimisation is about using data to:

- Predict which customers are most likely to convert
- Tailor quotes to those customers' unique profiles
- Understand price elasticity - how sensitive they are to changes in price

The result? Smarter pricing that improves both conversion and customer satisfaction.

How Uinsure does it differently

Method	What It Does
Generalised Linear Models (GLMs)	Traditional, proven techniques to assess risk and pricing
Machine Learning Algorithms	Predict likelihood of conversion, mid-term cancellations, and retention
Granular Segmentation	Allows us to group customers based on behaviours, needs, and risk tolerance
Real-Time Testing	Enables price adjustments in a controlled, compliant way

Why this matters to intermediaries

Many mortgage advisers don't want to be pricing experts, and they shouldn't have to be. But having the right pricing in the background gives them confidence to:

1. Recommend quotes that are competitive and credible
2. Handle objections more effectively, such as "Why is this more expensive than online?"
3. Improve conversion, especially for price-sensitive or comparison-prone clients

Fair, not discounted

Smart pricing isn't about racing to the bottom - it's about precision. By using advanced models, advisers can offer:

- **BETTER-MATCHED PRODUCTS TO THEIR CLIENTS' PROFILE**
- **STABLE MARGINS FOR THE BUSINESS**
- **LOWER LAPSE RATES DUE TO IMPROVED CUSTOMER SATISFACTION**

And perhaps most importantly advice that clients feel confident accepting, because the price feels right - and fair.

Price will always matter. But with Uinsure's optimiser, you can win on value, timing, and fairness - not just the number at the bottom of the quote.

Fair Value: What It Really Means Under Consumer Duty

"Fair value" isn't just a regulatory checkbox - it's now a central expectation of how products are priced, delivered, and experienced.

What the FCA expects

The Consumer Duty framework demands that all financial products deliver:

CLEAR PRICING

No hidden or unnecessary fees

TRANSPARENT FEATURES

What's included, what's not, and why it matters

APPROPRIATE OUTCOMES

Is the cover suitable for the customer's actual needs?

EASE OF ENGAGEMENT

Simple to purchase, amend, claim, or cancel

Fair value in practice: a Home Insurance example

Let's say a policy includes bicycle cover as an optional add-on. Seems reasonable, right? But what if:

1. It's bundled automatically by default?
2. The customer doesn't own a bike?
3. The add-on inflates the premium?

That's not fair value - it's misaligned pricing and a potential compliance risk. Fair value means clients only pay for what they need, and understand what they're getting in return.

How intermediaries can ensure fair value

You don't need to become a compliance officer - but you do need a process that supports the outcomes the FCA wants to see.

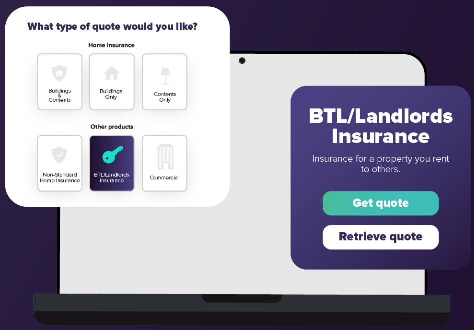
Here's what that can look like in your business:

Action	Why It Matters
Segment your customers	Different clients need different things — especially vulnerable or first-time buyers
Work with the right providers	Ensure third-party insurers demonstrate value through transparency and performance
Review product performance regularly	Don't wait for annual audits — value should be monitored continually
Prioritise clarity in communications	If a client doesn't understand what they're buying, it's not fair value

What Uinsure is doing

Uinsure has embedded fair value oversight into its core operating model. That includes:

- A monthly Product & Pricing Committee review
- Internal audits and MI tracking to spot gaps in performance
- Ongoing improvements to communication, accessibility, and adviser tools



All of this ensures advisers are recommending products that meet the Duty's requirements - and deliver real, measurable value to clients.

It's not just about compliance, it's about confidence

Fair value builds trust - not just with regulators, but with customers. When clients understand what they're buying, and believe it's worth the cost:

- ✓ Conversions improve
- ✓ Complaints go down
- ✓ Retention increases

Advisers can feel confident that their recommendations are not just competitive - they're the right thing for the client

What Intermediaries Can Do Right Now

Clients want simplicity, but need advice

Today's homebuyers and remortgagers want:

- **Speed** - fast answers, fewer forms, one journey
- **Clarity** - clear pricing, no jargon, visible benefits
- **Reassurance** - expert advice that makes decisions easier

You already provide this for mortgages. Now's the time to extend that experience into insurance, without adding complexity to your workflow.

The goal isn't to sell more - it's to solve more. Seamlessly. Naturally. Intelligently.

Your unique advantage

As an adviser, you:

1. Know when key financial events are happening
2. Have access to personal and property data that can power pre-filled quotes
3. Understand your client's needs beyond just their loan

You are perfectly positioned to:

- ✓ Offer insurance at exactly the right moment
- ✓ Embed it into your advice process using smart, compliant tools
- ✓ Improve the client journey without creating extra admin

Checklist: what you can start doing today

- **Review your current insurance workflow**
  Is it timely? Seamless? Embedded?
- **Ensure your partners support Consumer Duty compliance**
  Can they demonstrate fair value, clarity, and segmentation?
- **Use data to segment communications**
  First-time buyers vs. remortgagers need different engagement
- **Reclaim the timing advantage**
  Offer insurance precisely when it's needed — not after the fact
- **Position protection as part of the service**
  Not an upsell — a necessary step in mortgage completion

About Uinsure

Clients want simplicity, but need advice

At Uinsure, we believe that insurance should never feel like an afterthought - for the adviser or the customer.

We've spent the last decade building technology, partnerships, and pricing models that make it easier for mortgage intermediaries to offer seamless, compliant, and value-driven protection without slowing down their process.

Our Platform Supports You With:

- **Embedded Insurance Technology**
  Fully integrated into your advice workflow — no extra admin, no delays.
- **Panel-Based Pricing**
  Multiple insurers, real-time quotes, broader coverage — with no compromise on value or fairness.
- **Smart Pricing Models**
  Combining actuarial expertise with machine learning for accurate, conversion-focused quotes.
- **Compliance & Fair Value Assurance**
  We don't just help you meet the rules — we help you build trust. Every product is reviewed, monitored, and optimised for Consumer Duty standards.
- **Adviser Training & Support**
  From CPD webinars to platform walk-throughs, we help your team feel confident and in control.

Let's Get You Started

Want to improve how you position insurance in your mortgage process?

Here's how you can take the next step:

- **Book a Discovery Call** – Learn how Uinsure can support your advice process
- **Join a Webinar** – Free sessions on timing, platform use, and fair value
- **Request a Platform Demo** – See embedded protection in action
- **Access Our Resource Hub** – Case studies, playbooks, compliance guides

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Your mortgage advice is already trusted. Let's make your insurance offer just as seamless, timely, and valuable.