



SWASHIPLATE



Educate the Brokers

*The Forsaith Rules
Being the Insured's Guide
Philosopher and Friend*



A Practical Guide for Aspiring Insurance Brokers

(The Forsaith Rules)

You've read the textbooks, passed the exams, and now you're stepping into the real world of insurance broking. But here's the truth they don't always tell you in the classroom: the best brokers aren't just policy experts. They're problem-solvers. They're interpreters. They're educators. They are, in the words of the **Forsaith Rules**, the **insured's guide**, **philosopher**, and **friend**.

1. Your Role: More Than a Middleman

As a broker, your job isn't just to pass along paperwork. You are the bridge between the **insured** (your client) and **the underwriter** (the insurance company). Your role has three essential responsibilities:

a. Understand the Client (The Insured)

Start with curiosity. Ask good questions — not just about what your client does, but how they do it, what keeps them up at night, and what success looks like to them. Your aim is to deeply understand their operations, risks, and values. Every business is different, and so are their insurance needs.

b. Educate the Underwriter

Once you understand your client, your job is to represent them clearly and positively to the underwriter. Explain the business in a way that helps the underwriter properly assess the risk — and ideally, offer better terms. The more the underwriter trusts your insights, the stronger the deal you can secure.

c. Help the Client Understand

Your client probably doesn't speak "insurance." Break it down. Use real-world examples. Explain what each part of their policy covers — and what it doesn't. They're not just buying a product; they're buying peace of mind. Make sure they understand what they're getting.

2. Ask. Listen. Advise. Repeat.

This might be the most practical skill you can learn: **good brokers listen more than they talk**. The better your questions, the clearer the risks, the better your advice will be. Clients trust you when they feel heard and understood.

When you give advice, be honest. Don't push the most expensive policy. Recommend what is truly in their best interest. That's how you build trust and a long-term relationship.

A great broker doesn't just make a sale. They make a client for life.



3. The Claim: Your Moment of Truth

Everything changes when a client suffers a loss — an accident, damage, liability, or injury. This is when they need you most. You're not just there to check a box. You are their advocate.

- ✓ Help them file the claim clearly and quickly.
- ✓ Stay in touch with the insurer and push for fairness.
- ✓ Keep the client informed and supported.

How you show up during a claim can define your relationship forever. If you get it right, they'll never go anywhere else.

4. How You Get Paid: Transparency Builds Trust

Most brokers are paid by commission, which means they receive a percentage of the premium the client pays to the insurance company. This commission typically ranges from 10% to 25%, depending on the policy and the insurer.

It's important to be open about this. Your clients deserve to know how you're compensated. When you're transparent, it builds confidence — and reinforces that your recommendations are based on their needs, not your income.

Some brokers also charge a broker fee, especially for complex or bespoke services. Again, be upfront and make sure your client understands what they're paying for.

Final Thoughts: The Forsaith Rules in Action

To succeed as a broker, remember the core principles:

- ✓ Be **the guide**: Help clients understand where they're going — and how to get there safely.
- ✓ Be **the philosopher**: Bring insight, not just information.
- ✓ Be **the friend**: Stand by them, especially when times are tough.

Done well, insurance broking is not just a career — it's a lifelong relationship business. The better you care for your clients, the longer they'll stay with you — and the stronger your reputation will grow.

