



PROTECTION GURU ANNOUNCES THE WINNERS OF ITS PROTECTION GURU AWARDS 2022

Friday, 7th October 2022 - [Protection Guru](#), the ultimate guide to life insurance, critical illness and income protection announces the winners of Protection Guru Awards 2022, in its second year, the awards have been established to recognise the leading lights of the protection industry.

A celebration of the hard work and dedication of both advisers and insurers over the last eighteen months, the awards are split into four different categories: **Individual Adviser Awards, Adviser Firm Awards, Insurer Awards** and **Prestige Awards**.

Ian McKenna, founder of Protection Guru and Director of FTTC, commented: "We were overwhelmed by the positive feedback we received last year when we launched the awards for the first time. It is important to recognise advisers and insurers who have gone above and beyond, from established advisers to new entrants in the market. Our aim is to include categories not usually measured but vital growing the number of families protected, such as the use of social media, and categories recognising new advisers and start-up firms."

Adam Higgs, head of research at Protection Guru, commented: "We are very proud to show case the fantastic work advisers and insurers carry out day in, day out behind the scenes ensuring customers have the right protection and support. It has been humbling ready many of the entries which describe what a fantastic role this industry can play and we have some very, very worthy winners."

The winners of the Protection Guru Awards 2022:

INDIVIDUAL ADVISER AWARDS	
Award	Winner
Best claim case study	Emma Astley – CoverMyBubble
Best use of video social media	Robyn Allen – Robyn Allen Solutions
Best use of static social media	Frances Howey – Bespoke Financial
Outstanding new protection adviser	Amy Fallis – Plus Financial Group Highly commended: Shaun Payne 3Pillars Financial Planning
Best Protection administrator/support staff	Rachel Eason-Whale – London & Country Highly Commended: Nadia Hazel - FutureProof
ADVISER FIRM AWARDS	
Award	Winner
Best new protection advice firm	Easy Insure Ltd
Best protection advice from a mortgage broker	Plus Financial
Best network for protection advice	Mortgage Advice Bureau

	Highly Commended: New Leaf Distribution
Best protection support group/compliance service	Sesame Bankhall Highly Commended: Paradigm Protect
Protection advice firm of the year	FutureProof
INSURER AWARDS <i>(voted for by the adviser readers of Protection Guru).</i>	
Award	Winner
Best insurer for protecting a mortgaged client	Guardian Highly Commended: Royal London
Best insurer for protecting clients with families	Guardian Highly Commended: Aviva
Best insurer for protecting the income of people with standard occupations	LV=
Best insurer for protecting the income of people in higher risk occupations	The Exeter Highly Commended: Cirencester Friendly
Best preventative support service	Vitality
Best rehabilitation support service	Vitality
Best insurer for protecting business owners	Vitality
Best insurer at keeping clients protected	Aviva Highly Commended: Guardian
Best insurer for protecting hard to cover clients	Royal London
Best use of social media from a BDM	Katie Dennehy – UnderwriteMe Highly Commended: Ian Prime - Holloway Friendly
PRESTIGE AWARDS	
Award	Winner
The Above and Beyond Award	Ashley Hill – London & Country Highly commended: Vita
Outstanding performance in claims handling	Aegon
Protection Guru Doctors' Award	Guardian – Neuro-logical
Outstanding protection adviser of the year	Karla Edwards – The Protection Parent
Dedication to protection award	Robert Sinclair – Association of Mortgage Intermediaries

-ENDS-

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Protection Guru

ProtectionGuru.co.uk, part of FTRC (Financial Technology Research Consultancy), is a destination technical resource for advisers and providers in the protection and life insurance market. The site provides a benchmarking comparison tool and in-depth analysis on the full range of protection contracts, compared on quality not just price.

FTRC

Established in 1995, the Finance Technology Research Centre (FTRC) is a fintech based specialist research consultancy. The company has four key areas of activity:

- Information and technical services in to support financial advisers facilitating industry collaboration in the life assurance and long-term savings industries via a range of forums which bring together leading players from manufacturing, distribution and support services to identify where working together can achieve better outcomes for consumers and the industry.

- Research and benchmarking through the delivery of software and ratings to help financial advisers compare the quality of financial products, available at www.qualityanalyser.com
- Insight reports which focus on key strategic issues such as the future of financial advice and how organisations can enhance the quality
- Bespoke consultancy on any of the above