



## PRESS RELEASE

### PROTECTION GURU ANNOUNCES THE WINNERS OF ITS PROTECTION GURU AWARDS 2021

**For immediate release: Friday 22<sup>nd</sup> October 2021 / Monday, 25 October 2021**

[Protection Guru](#), the ultimate guide to life insurance, critical illness and income protection announces the winners of its first Protection Guru Awards 2021, 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 FTRC, commented:** "At Protection Guru we witness first-hand the amazing work carried out by the protection industry, and not least over the last eighteen months. We strongly felt that it was important to recognise those who have gone above and beyond, from established advisers to new entrants in the market. In creating these awards we wanted to take a fresh approach so have included many categories not usually measured for example recognising the growing use of social media, categories recognising new advisers and start-up firms. Additionally, our insurer awards recognise insurers meeting specific client needs rather than being based on contract types.

"We have received some fantastic entries and we want to thank everyone who entered. There were some inspiring submissions, demonstrating the difference the protection industry can have on the lives of people and their families, and we express our huge congratulations to all the winners."

**Adam Higgs, head of research at Protection Guru, commented:** "The protection industry – both insurers and advisers - do so much work behind the scenes to ensure customers have the right protection and support. The Protection Guru Awards have therefore been created to showcase this work and highlight those companies and individuals who are continuing to innovate and adapt in our constantly changing market. In particular, the Prestige Awards category recognises those who have gone the extra mile in helping to build and grow the protection industry's reputation, from advisers who have supported their clients through the claims process and delivered an improved outcome, to rewarding product launches that brought true benefits to consumers."

As judges we were overwhelmed by the quality of the entries we received across the board. We were particularly proud to read through the array of claims stories and things that both advisers and insurers are doing to continually improve the claims experience. These really highlighted the benefits of having an adviser's support through a claim.

#### **The winners of the Protection Guru Awards 2021:**

INDIVIDUAL ADVISER AWARDS	
Award	Winner

Best claim communication or case study	CoverMyBubble
Best Protection administrator/support staff	Louise Flanagan – Bespoke Financial Group
Best use of static social media	Adam Kaplin – Pendragon Protect (Highly Commended – Lee Thomas (Pangea Life))
Best use of video social media	Karla Edwards – The Protection Parent
Outstanding new protection adviser	Karen Chambers – Future Proof
ADVISER FIRM AWARDS	
Award	Winner
Best new protection advice firm	That's Life Insurance (Highly commended – 3 Pillar financial Planning)
Best network for protection advice	The Openwork Partnership
Protection advice firm of the year	LifeSearch (Highly commended – FutureProof)
Best protection advice from a mortgage broker	Trusted Financial Advice
Best protection advice from a wealth firm	Money Honey
Best protection support group/compliance service	Auxilium Partnership
INSURER AWARDS <i>(voted for by the adviser readers of Protection Guru).</i>	
Award	Winner
Best insurer for protecting a mortgaged client	Guardian
Best insurer for protecting clients living in rented accommodation	Legal & General
Best insurer for protecting clients with a family	Guardian
Best insurer for protecting an employed person's income	LV=
Best insurer for protecting a self-employed person's income	LV=
Best preventative support service	AIG
Best rehabilitation support service	Royal London
Best insurer for protecting business owners	Legal & General
Best insurer for protecting company employees	Legal & General
PRESTIGE AWARDS	
Award	Winner
Above and Beyond Award	CoverMyBubble
Outstanding performance in claims handling	Vita
Protection Guru's Doctors Award	Impact Based Critical Illness - AIG
Outstanding protection adviser of the year	Nina Brown – Pam Brown Mortgages
Dedication to protection award	Johnny Timpson

**-ENDS-**

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**Protection Guru**

[ProtectionGuru.co.uk](http://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](http://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