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## **Protection Guru announce transformational integration with UnderwriteMe's Protection Platform.**

Leading edge protection technology systems announce partnership to deliver optimal adviser and consumer experience to directly meet advisers' new business obligations under the consumer duty rules.

Protection Guru has today announced that it will shortly be adding UnderwriteMe's Protection Platform as a quotation and new business processing option within their Protection Guru Pro Quality, Price and Value research system for life insurance, mortgage protection, income protection and critical illness.

Commenting on the arrangement **Ian McKenna, Protection Guru Founder** said "Our partnership with UnderwriteMe uniquely provides advisers with a solution that can meet two major protection new business obligations for Consumer Duty. The ability to include an assessment of value, based on quality and price and, in addition, present a client with a comparative personalised underwritten price at the time of advice.

"By bringing together our market leading quality and price assessment, service, and UnderwriteMe's peerless, new business processing capability jointly, we are delivering a solution that can enable advisers to carry out extensive analysis of quality and price to meet the new FCA obligation to address value in any recommendation and an unequalled ability for advisers to offer fully underwritten pricing in a matter of minutes.

"This is the first in a series of additional strategic integrations we are putting in place to enable protection on mortgage and wealth advisers to give the best possible advice on life, mortgage protection, income, protection, and critical illness plans in ways that are streamlined to fit their business processes.

"The protection gap can only be fully addressed when we make it easy for advisers with different specialities to provide comprehensive advice and get plans in force in minutes rather than weeks."

**Mark Cracknell, Commercial Director from UnderwriteMe** comments, "We are delighted to be launching the integrated proposition with Protection Guru Pro. This integration is the next step in making UnderwriteMe's Protection Platform a unique experience for advisers and their customers. Our partnership is pivotal with Consumer Duty round the corner, ensuring advisers are compliant whilst removing barriers, making protection more accessible to them and their customers.

"We look forward to working with Protection Guru and advisers to realise the full value of the integrated proposition."

**Zoe Priselac, Managing Director, Way More Solutions Ltd commented:** "Protection Guru Pro is a powerful solution to enable advisers to provide a detailed assessment of quality, price and value in just a couple of minutes. By partnering with UnderwriteMe the combined system will enable advisers to take the most frustrating delays out of the life insurance new business process so clients can be given underwritten premiums with no prospect of nasty surprises and get cover into force the same day when needed. This will be absolutely game changing for those advisers who use it."

**Advisers requesting further information on the integration announcement should contact  
[info@ftrc.co.uk](mailto:info@ftrc.co.uk)**

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#### **Notes to editors**

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[UnderwriteMe](https://www.underwrite.me) provides technology products that enable our partners to transform and disrupt the life insurance industry worldwide. Founded in 2012, our journey started with the Underwriting Engine and Protection Platform in the UK. We have grown to become a leading InsureTech provider across Europe, Asia, Australia and North America with an expanding product portfolio.

UnderwriteMe was named Best Technology Provider at the 2020 COVER Excellence Awards, Best Protection Platform at the 2021 COVER Excellence Awards and most recently, Best New Partnership at 2023 COVER Customer Care Awards.

[ProtectionGuruPro.co.uk](https://www.protectionguru.co.uk) is a unique protection comparison tool for advisers, providing detailed analysis and comparisons of plans across the life, critical illness, and income protection markets. Designed to simplify the process of protection product recommendations, it helps advisers make

value-based recommendations based on quality as well as price - to ensure better consumer outcomes, in line with the Financial Conduct Authority's new Consumer Duty regulations.

[ProtectionGuru.co.uk](https://www.protectionguru.co.uk) is a multi-award-winning InsurTech and technical information service for financial advisers, and part of the Financial Technology Research Centre. It recently won InsurTech of the Year at the 2023 European Fintech Awards. The organisation produces unparalleled levels of analysis on the quality of life insurance, income protection and critical illness products. Launched four years ago Adam Higgs and Ian McKenna received the Life Insurance Industry Leader of the year award for 2021 and 2022 respectively for their work on Protection Guru.

[The Financial Technology Research Centre](#) [FTRC] was established in 1995, long before FinTech became part of the Lexicon. The firm launch as a boutique consultancy focusing on the potential for technology to improve financial advice and related services and still addresses areas. In recent years the firm has established a number of additional business unit that provide additional services. They also regularly support due diligence on mergers and acquisitions in relevant markets.