

Assureweb Press Release

07 January 2013

Assureweb reports G-day spike in quote activity as it posts record day for new business

iPipeline’s intermediary quote portal Assureweb, has reported a significant increase in adviser quote volumes in the build up to G-day, which was December 21st 2012 – the date when all financial services products became gender neutral.

Comparing comparison quote requests and also the number of advisers using the portal system for November 2011 and 2012, annuities and whole of life saw the biggest increase in activity, with Term Assurance also displaying an increase.

Service	Year on Year Growth (November 2011/12)	
	Comparison Requests	Users
Annuities	+68%	+29%
Whole of Life	+72%	+41%
Term and CI	+17%	+7%

Assureweb also saw a record breaking volume of new business transactions on 20th December, with more advisers than ever before applying for products through their services. The company received 786 new business applications on December 20th – more than any other single day since Assureweb launched in 1995.

Mark Wilson, Director of Sales & Marketing for AssureWeb, said: “The numbers show a spike in activity on Term Assurance, Whole of Life and Annuities starting in the second half of September and peaking across October, November and December. We were delighted to experience a record breaking day on 20th December with more advisers applying through our portal than ever before.”

Martin Bamford, Managing Director at Informed Choice, commented: “We saw a spike in life assurance and annuity enquires in the weeks leading up to G-day, from both men and women concerned they would lose out financially as a result of the rule change. December is traditionally a quieter month for IFA businesses, so it made a welcome change to experience this level of interest in protection and retirement planning.”

Mark Wilson added: “We believe the increases were largely down to the EU gender directive but may have also been impacted by pending RDR regulations with more advisers moving into the protection and annuities areas to combat the impact of adviser charging.”

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Notes to Editors

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About iPipeline

iPipeline leads its industry in providing the next-generation suite of sales distribution software to the insurance and financial services markets through its on-demand service. iPipeline's channel solutions for carriers, distributors, and producers automate activities for CRM, forms distribution and processing, quotes and illustrations, in Good Order e-Applications, agency management, data services, policy delivery and related services, enabling the insurance industry to market, sell, and process faster.

iPipeline provides the process automation and seamless integration needed to make a sale by aggregating approximately 120 carriers, 1,200 distributors, and 400,000 financial professionals and advisors in a single, Web-based environment -- the iPipeline Customer Network. With headquarters in Exton, Pennsylvania, iPipeline has locations in Atlanta, Charlotte, Milwaukee, Salt Lake City, the UK, and Vancouver. Visit us at www.ipipeline.com.

About Assureweb

Assureweb is a leading provider of electronic quote and application services to the UK life and pensions market. In addition to their portal at www.assureweb.co.uk, Assureweb offers a range of licensed solutions -- Assureweb Services. These integrated solutions suit those firms wishing to integrate Assureweb quotes and applications with their own website or CRM system.