



Adviser Viewpoint: Opportunities and Trust

Our 2021 [AMI Viewpoint](#) research showed there's a significant barrier when advising on protection: **many consumers (42%) do not trust the motivations of their adviser and believe protection is only being raised to increase their commission.**

It's a figure not too dissimilar to our 2020 findings (52%), signalling it's a key area for our industry to work on to improve trust and consumer confidence.

To understand how others have overcome these challenges, **we've asked two mortgage advice firms to share their views on how they build trust and have more memorable protection conversations with their clients.**

“An adviser needs to be completely and utterly immersed in believing that giving advice on protection is the right thing. I wouldn't say we sell protection to clients; we talk to our clients and show them why they should and what happens if they don't. For me a memorable protection conversation is about making it as real and relatable as you possibly can without any of the sales aspects coming into it.”

Michelle Brook, Brook Financial Services

Introducing protection to a client for the first time

Michelle Brook, founder and Managing Director of Brook Financial Services, shares her views on introducing and discussing protection with a client for the first time.

1. When it comes to introducing protection for the first time, some clients can be quite suspicious that you are trying to sell them something. You are often on a back foot so it's all about how the client views the meeting. It must be seen by the client as a meeting driven by you caring, **with its purpose to protect them against one of the greatest debts they're going to take on in their life.**
2. **The protection message has to be loud and clear to a client: it is to make sure that in any eventuality they can keep a roof over their head.** It's a big point to get over to a client, rather than the 'I'm here to tell you about protection' approach which comes across as a very 'tick box and move on'. This type of approach probably feeds into the client's pre-conceived view that you are only trying to earn more money off them.
3. **Our mortgage advisers will discuss protection at multiple stages of the client's mortgage journey** – pre mortgage submission, at mortgage submission stage and post submission. This keeps protection front and centre of a client's mind and signals that protection is as important as arranging the mortgage. If you don't discuss protection for the first time until right at the very end, it will likely come across to the client that you don't view protection as important and they'll be more likely to adopt the same view.
4. **We will always try to speak to the client, if possible, rather than rely on e-mail** as it's much easier for someone to not reply to an e-mail or refuse cover/advice without fully thinking through the implications.

Introducing protection to a first time buyer

Sarah Tucker, founder and Managing Director of The Mortgage Mum, shares her views on introducing and discussing protection with a first time buyer.

1.

We like to tell the truth here, with kindness.

Sometimes our clients need pre-warning of that, and we like to ask them if they are comfortable with us being completely honest with them and delivering some truths to them. They always say yes! Protection can be a brutal topic at times, particularly for a vulnerable first-time buyer. But it's important they know they need it.

2.

We help clients factor in a protection budget as part of their monthly mortgage expenditure.

This prepares a first time buyer for a protection discussion without it feeling like an add-on! It helps to frame the discussion as an essential part of a mortgage, not a bonus.

3.

Our protection team will simplify each product in a flow chart to explain the benefits to a first time buyer. We also have a handy video which explains protection in less than 5 minutes, ready for our first meeting with them on this subject.

We also direct clients to a podcast episode, in case that's easier for them to digest and finally, on the appointment Zoom call itself we have a handy presentation to frame the discussion.

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Protection is part of the process, it's not an optional exercise. It's part of our normal advice and the client journey – first time buyer or not. We passionately believe in it!

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Sarah Tucker, The Mortgage Mum

