



LOCATION
Brownhills, West Midlands

BROKERAGE FOCUS
Commercial and private insurance

SUCCESS WITH
Broker Briefcase® UK and
MyWave Connect® UK

“Subscribing to Broker Briefcase has **helped us compete against larger, national and corporate brokerages** by being able to assist our clients with general risk management resources.”

—Shan Budesha
Company Director

BACKGROUND

Top Marques Insurance is an independent commercial and private insurance broker serving the Brownhills area in the West Midlands. Company Director Shan Budesha was looking for a way to provide a unique offering to clients and stand out from competitors.

SOLUTION

Top Marques chose Zywave’s Broker Briefcase® and MyWave Connect® applications.

RESULTS

Budesha and his team saw immediate results from the tools within Broker Briefcase. The first client they won through offering the resources available from Broker Briefcase was a restaurant owner, where Budesha’s team identified several safety and environmental issues that were worrying the prospect.

Taking this information away, his team searched the Broker Briefcase resource library and pulled together several safety resources and shared them with the prospect. They were impressed that Top Marques had shown genuine interest in the running of their business, so they managed to secure the prospect’s business.

“Subscribing to Broker Briefcase has helped us compete against larger, national and corporate brokerages by being able to assist our clients with general risk management resources,” Budesha said. “In some cases, our clients were paying a third-party consultant to provide this extra information; thus, we were able to provide that service to them and help them reduce their monthly outlay.”