

Press Release

26th February 2016

Comparethemarket.com expands relationship with LifeSearch

Leading comparison website Comparethemarket.com has expanded its long term relationship with protection intermediary LifeSearch to provide a wider range of services to its customers. As part of the new proposition, which went live in February 2016, LifeSearch now provides a complete customer solution for all Comparethemarket.com protection buying customers including advised and non-advised quote and buy solutions.

Jody Baker, Head of Life Insurance at Comparethemarket.com commented: “Our customers are at the heart of all of our decisions and LifeSearch delivers best in market processes and services through their care and expertise. They support our values, as well as our purpose of making things simple for our customers, through each step of the process, saving customers time and money – whether protection products are taken out on-line, over the phone, advised or non-advised.”

LifeSearch CEO Tom Baigrie, said: “This new enhanced relationship will lead to more people buying the cover they need. We are now able to provide our partners with a complete customer journey, online and offline, with or without advice. Many people are comfortable buying cover online in real time, but many others don’t feel they have the time or knowledge to understand all the options, or just need questions answered. Our advisers will be on hand to help all those customers who are uncertain as to what is right for them, and so give them the best chance of buying the protection they need.”

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About LifeSearch

With more than 250,000 customers, more than £10bn of cover arranged and over 50 awards and nominations LifeSearch is the UK's leading independent life insurance and protection specialist, offering advice to consumers on life insurance, critical illness cover, income protection, family income benefit, serious illness cover, business protection, group protection and unemployment cover. Established in 1997 by Tom Baigrie and Arthur Davies of London based Independent Financial Adviser Baigrie Davies, LifeSearch has offices in London, Milton Keynes and Leeds. LifeSearch is an appointed representative of LifeSearch Partners Limited, who are authorised and regulated by the Financial Conduct Authority. www.LifeSearch.co.uk