

Paul Murray  
PMIS Insurance  
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Ellesmere Port  
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CH66 4PT

14<sup>th</sup> May 2010

Dear Paul,

Expertise and service are often underestimated when buying insurance cover.

I am so pleased with the personal and business insurance cover you have arranged for me in the past, I would like you to contact me within the next two weeks to discuss arranging Buildings & Contents cover for a property I own which is due for renewal on 15<sup>th</sup> June.

In the meantime, I want to give you some feedback on the cross option and the personal insurance cover you have already arranged for myself and the other directors of Word of Mouth (North Wales) Ltd.

A few weeks ago I was asked to go and meet with my business bank manager for an annual business overview. He mentioned that there would also be someone at the meeting who would look at the insurance cover we currently had in place for our business, so that if we were to need a loan or overdraft within the next year the bank would be assured that we were adequately covered.

So I took my policies to show them, knowing they were good value.

In the meeting I showed the financial expert the policies, explaining that the bank had previously arranged insurance cover but that you had been able to almost half the cost of the policies they had sold to me, and improve the cover, so I had changed insurance providers.

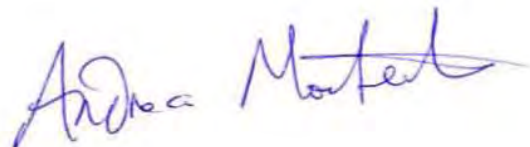
After a couple of minutes of looking through the policies he turned to me and said something on the lines of...

*'Miss Monteith, these policies are superb – better than anything we could offer. They certainly are more comprehensive. You are paying much less than we could offer and you have far better policies in place than we can provide. Policies of this range and quality are few and far between and I haven't seen policies as good as this in a long, long time. Excellent.'*

This person had been selling financial services for a number of years before working with my bank. Needless to say, I have told quite a few of my business associates and personal friends about this experience. I knew the policies were good, because when you were arranging them for us you took the time to look across the whole market for something that suited our needs exactly, and where you found more than one option you offered us the choice of which option we preferred and suited us best.

So now I am even happier to refer people to use your service because the expert from the bank gave you a glowing reference!

I look forward to hearing from you soon,  
and Thank you.



Andrea Monteith  
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