

## Asset Affinity Schemes

Creativity and flexibility to tailor our approach to your needs

Whether your clients want to increase revenue potential, attract and retain customers, or gain competitive advantage, an Asset Affinity Scheme from Great American can help them meet their objectives. We create bespoke insurance solutions designed to enhance your clients' products and customer service while creating an additional revenue stream for them.

### What is Asset Affinity?

Asset Affinity is a tailored insurance scheme designed specifically for the needs of your clients' particular customer groups and insures against loss of or damage to a new asset or product sold, leased or financed to the customer by your clients. Typical companies that might benefit from an Asset Affinity scheme include loyalty/benefits platform providers, retailers, manufacturers, or leasing and financing companies. Great American will work with you to create Affinity insurance solutions for your diverse client base for a broad range of assets.

### What are the main benefits for your clients?

Implementing an Asset Affinity Scheme offers your clients significant benefits:

- Enhanced customer service which can lead to better customer satisfaction and repeat business
- Improved or maintained market position or narrower gap with competitors
- Additional revenue stream
- Client retention

### Which Assets can be insured?

- Cameras
- Electronic devices
- Medical Equipment
- Bicycles and E-bikes
- Sporting Equipment
- Trailers
- Fine Art
- Jewellery
- Musical Instruments
- Garden Equipment
- Vending machines
- Office and IT Equipment
- Security Systems
- Agricultural Equipment
- Contractors Plant and Equipment
- Light Industrial Equipment
- Fork Lift trucks
- Mobility Scooters
- Heating Equipment
- White and Brown Goods

### Why work with us?

We offer:

- End-to-end white label capabilities in product development and design
- Bespoke solutions designed to meet the needs of a particular customer group
- Risk underwriting and pricing
- Full regulatory and compliance review of solutions and marketing materials
- Technical reporting
- Fulfilment and claims handling



**Interested in talking to us?**

In this way, we provide a seamless integration with your clients' brand to deliver stronger, more personal relationships. Our team of highly experienced and specialised underwriters can create a tailored solution from the design phase to scheduled launch date and assist in subsequent operation. Our pan European capabilities ensure we are able to replicate a successful solution in several countries to support a partner's development\*.

Our team of experts is ready to analyse your needs and create an innovative cost-effective solution designed to enhance the value of your client's products and services to the end customer.

Please contact us to discuss your clients' asset affinity insurance schemes requirements in more detail.

### **Built on Relationships. Focused on Solutions.**

Service Minded. Solution Driven. Specialty Focused. That's what we are, and what you can count on to help write more business. We're not your run-of-the-mill insurance company – we pride ourselves on our dedicated claims service and specialised expertise focused only on Asset Affinity and Schemes. So, you get the solutions you need from the people you trust.

### **Put Great American To Work For You**

You can count on our experience and expertise. Insurance is underwritten by Great American International Insurance (UK) Limited, which is a member of Great American Insurance Group and is A+ rated by Standard & Poor's (rating as of 1 June 2021). That's the financial strength you can rely on to protect what's important.

- A+ rated carrier
- Bespoke insurance solutions
- Specialist market knowledge
- Flexibility in underwriting
- Fast and efficient claims service

\* Coverage not available in all territories, Coverage is summarised and subject to underwriting. Refer to the actual policy for a full description of actual terms, conditions, limits and exclusions. Insurance is underwritten by Great American International Insurance (UK) Limited, registered address 32 Queen Square, Bristol, BS1 4ND, UK, which is registered in England as company number 02714031, is authorised to write General Insurance by the Prudential Regulation Authority and regulated by the Prudential Regulation Authority and the Financial Conduct Authority under registration number 202874. The Great American eagle logo (words and design) and the word mark "Great American" are registered service marks of Great American Insurance Company. © 2021 Great American International Insurance (UK) Limited. All rights reserved. 0002-GAE (07/21)