



Baxters

Chartered Insurance Brokers & Independent Financial Advisers Since 1911.



WHO ARE BAXTERS

Providing insurance for over 100 years.

Baxters was founded in 1911 to offer a full range of insurance and financial products, allowing us to cater for a wide and varied client base.

At Baxters, we understand that client relationships are paramount to our business. As a consequence, we offer advice that is completely tailored to our clients' requirements. Our lasting professional relationships consist of clients dating back three, even four generations, making us proud of our heritage and the longevity of our business.

Striving to build and maintain excellent trading relationships with our insurer partners, we combine comprehensive solutions with competitive pricing.

Priding ourselves on delivering the highest levels of professionalism, transparency and integrity. We believe these core values differentiate us from other brokers.

www.wbbaxter.co.uk

CHARTERED STATUS



The industry gold standard.

In 2014, we were awarded the prestigious title of Chartered Insurance Brokers by the Chartered Insurance Institute (CII).

When you use a Chartered firm you are dealing with proven professionals. The CII is empowered by the Privy Council to award Chartered status, and the award is only made in deserving cases. And while Chartered titles are steeped in history, they remain the benchmark of professional excellence and integrity.

It also involves adherence to an industry standard ethical conduct and a commitment to continuing professional development to ensure we maintain a high level of professional service, advice and support that our clients expect from us.



USING AN INDEPENDENT INSURANCE BROKER

Acting in your best interests.

By using an Independent Insurance Broker, you will have access to industry knowledge and expertise in a jargon-free language that you understand.

We will source the most suitable solution for your needs and help you explore your options, discussing the advantages and disadvantages of cover for your requirements, ensuring you are fully protected.

Dedicated to delivering a personal service, we are on hand to advise and guide you should you have any queries. We can also assist with claims, ensuring the process is as seamless as possible.

BUSINESS INSURANCE

Managing Risk. Protecting your business.

Having been established within the industry for over 100 years, we have a wealth of experience in arranging insurance for all types of business, ranging from sole traders to public limited companies.

Every business has specific requirements. We will take the time to understand your business and gather information to help identify the risks you face. This allows us to build robust insurance solutions, tailored to your requirements.

Risk management is a fundamental aspect of our service proposition. We will continue to guide you as your business evolves.





FINANCIAL SERVICES

Impartial, independent advice.

Our Financial Services Division offers independent financial advice. We offer expertise in a range of products, for both commercial and private clients, including advice on pensions and retirement planning, investments, income replacement, inheritance tax planning and more.

We take a totally unbiased view of the market and will always have your best interests at heart, ensuring we give sound advice in a friendly, approachable manner that is easy to understand.

Focussing on building long-term relationships with all of our clients, you can rely on Baxters to take care of all your Financial Services requirements.

MEDICAL INSURANCE

Insurance you can trust.

We have access to a number of leading medical insurance underwriters and can arrange a policy that is best suited to your needs, offering Group Medical Insurance for businesses and Private Medical Insurance for individuals.

This type of insurance can provide you with cover against a wide range of illnesses and conditions and can enable you to select the hospital of your choice for private treatment, whilst avoiding increasingly long NHS queues.

Offering flexible levels of cover, we can source a new insurance policy or can review your existing insurance arrangements to ensure complete protection.

SPECIALIST INSURANCE SERVICES

Sharing our expertise.

With over 100 years of trading experience and market knowledge, we have developed specialisms in various sectors including the ice cream industry, pop-up shops and hotels.

With access to niche insurance providers and specialist insurance products that are specific to your industry, we can tailor your policy to ensure it meets the needs of your business.

Our position within the insurance market allows us to create bespoke insurance solutions for new and existing clients.



PERSONAL INSURANCE

Protect your personal assets.

We arrange insurance solutions for all of your personal requirements, including home and property. Our Streetwise scheme, which was created over 20 years ago, provides a unique Home Insurance product for its members offering a discount on their current home insurance renewal premium.

With specialist skill in High Net Worth Insurance, we arrange bespoke cover for high value homes, second and overseas properties, valuables including works of art, prestige cars and boats.

Your peace of mind is our most important consideration, which is why we will source the most suitable cover, with complete discretion and your best interests at heart.



Baxters

Personal service, excellence and tradition.

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