



Media Release

Sentry's Life Risk Insurance Advisers to Access New Business Referral Opportunities

Monday March 12, 2012. Sentry Group Advice (Sentry) Chairman and CEO Murray Hills has announced that the national dealer group's life risk insurance advisers will soon access Real Estate to Risk Referrals Pty Ltd's (RERR) structured referral process. The Structured Referral System (SRS) initiative was developed following extensive research and insight by RERR and is the first of its type in the Australian marketplace.

In the past, financial services joint ventures and alliance programs with the real estate industry failed to realise their potential as the processes that provided new business referrals were cumbersome and complicated.

RERR has developed a unique business to business proposition for the national real estate sector and for financial advisers – but most importantly, provides a significant benefit to consumer clients of real estate agencies involved in the program.

Commenting on the decision to make the facility available to carefully selected members of Sentry's adviser network that meet a stringent criteria, Murray Hills said, "The RERR process delivers a win-win outcome for customers of the participating real estate agencies and the dealer group's life risk insurance advisers."

"In addition, the Sentry advisers that participate in the program will have a new source of referrals that will provide them with substantial business growth prospects." Each Sentry life risk insurance adviser will be allocated an exclusive referral base from locations throughout Australia.

With each property purchase, the buyer will receive complimentary limited life insurance protection providing cover for 60 days. Sentry financial advisers will follow up the purchaser, activate the free cover and recommend an appointment to discuss and address their financial and risk protection needs.

Research has confirmed that consumers are significantly under-insured at the time they commit to a new property purchase and provision of complimentary protection cover will provide peace of mind until a more comprehensive solution is developed with a professional financial adviser.

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The SRS has many advantages for real estate agents and financial advisers through its simple and uncomplicated processes, but most importantly, it delivers a consistent client experience across the network.

Murray Hills also emphasised that due to the need to provide a specialised protection facility, life risk insurance advisers would be carefully selected from the dealer group and invited to join the program.

Furthermore, in view of the number of referral bases available, Hills confirmed that the dealer group would welcome other suitably qualified life risk insurance advisers interested in participating in the initiative under Sentry's licensing arrangements. The ideal new recruit would be a life risk insurance specialist with at least three years experience who was looking for a continuous warm source of leads.

The program is currently being rolled out by Sentry and advisers in the program are required to undergo an extensive induction program conducted by Sentry and Business Health – one of Australia's leading business improvement and practice management groups.

Murray Hills concluded, "Sentry is committed to providing programs and opportunities that assist our dealer group's life risk insurance advisers to take advantage of new marketplace initiatives with outcomes that increase practice productivity and facilitates business growth."

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