



# THE SUNDAY TIMES

## THE SUNDAY TIMES 100 BEST SMALL COMPANIES TO WORK FOR

# 5

## Reassured Insurance



### TOP SCORES

Leadership	3rd
Fair Deal	3rd
My Company	5th

Male/female ratio	73:27
Average age	30
Voluntary leavers	53%
Earning £35,000+	16%



THE RITZ FOR tea, cocktails at Claridge's and party nights in Las Vegas are all in the name of work for the 70 staff at Reassured. This rapidly growing telesales insurance services brokerage in Alton, Hampshire, is celebrating its first year on the list, thanks to a culture of strong rewards and Leadership (a top-three positive score of 93%).

Steve Marshall, the managing director, has given 5% of the firm to employees and after 24 months' service everybody qualifies for share options (which 34 people have so far received). Once a year, the top performers are flown for a holiday to the likes of Dubai or Marbella and there are six-monthly award ceremonies to recognise excellence, plus a Christmas party held somewhere luxurious.

The business was founded in 2009 and says its employees respond to web queries (rather than cold calling) to broker life insurance, health insurance and loans and mortgages to 6,000 new customers a month. It reports revenues rising by a third last year to £8m, and pre-tax profits growing more than fivefold

from 2013 to £840,000.

There's excitement about where the business is going (97%). Twenty people have been here for less than a year - although in the past 12 months another 25 joined and then left - and the firm says that once workers have joined the share scheme, they don't leave.

Everybody feels fairly treated, with pay that compares well with other roles in similar places (both 89%). Just over half of employees earn between £25,000 and £35,000 in salary, plus performance and profit-related bonuses that the firm claims makes pay packages "the best in the industry." The mission is to build long-lasting relationships with customers "by providing the best insurance solutions possible"; and staff believe in their leader's plan (94%). Senior managers ask employees for their thoughts through focus groups and surveys, and tell everybody: "There are no silly questions or ideas?"

People have a lot of confidence in the leadership team (97%), and feel that Reassured is run on sound moral

principles (95%) of excellence, integrity and commitment. The company says: "If you want to know something, walk straight up to the managing director and ask him!"

[www.reassured.co.uk](http://www.reassured.co.uk)

