

Fuelled Group rebrands as REALLY HONEST® and launches what it believes to be the UK's first No Claims Discount for business insurance

Wednesday 13 May, 2026

Challenger insurance broker Fuelled Group has today relaunched as REALLY HONEST®, introducing what it believes to be the first formalised no claims discount for SMEs in UK business insurance, outside of motor trade and long-term agreement structures.

The No Claims Discount rewards businesses with a reduction on their premium for every claim-free year. The principle is straightforward: loyalty should mean something, especially in business insurance, a market that has historically offered clients little incentive to stay beyond inertia.

The launch coincides with a full re-brand, including a new identity and website at reallyhonest.co. The name reflects the company's founding conviction: that business insurance has long been complicated on purpose, slow by design, and written by people who have never had to make a claim themselves. Founded in 2018 by Steven Darrah under the name Fuelled, REALLY HONEST has since helped protect thousands of businesses, and holds a 96% renewal retention rate and a loss ratio of approximately 1% in its core tech segment.

Steven Darrah, CEO and founder, said: "The insurance industry has spent decades hiding behind jargon and small print. We built this business because we believed there was a better way. The name REALLY HONEST isn't a marketing line; it's a standard we hold ourselves to every day."

REALLY HONEST serves growth-stage SMEs across tech, professional services, specialist food and beverage, specialist retail, and creative sectors.

REALLY HONEST is a trading name of Fuelled Group Ltd, Registered at 1, George House, Chequers Close, Malvern WR14 1GP, and is authorised and regulated by the Financial Conduct Authority (810317).

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