

Insurance Disruptor Targets Commercial Market After Huge Growth Year

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Insurance Revolution, the specialist broker shaking up the niche insurance industry, is taking aim at the commercial sector after another strong year of growth. The fast-growing firm saw its GWP (Gross Written Premium) rise from £35.6m in 22/23 to £47.1m in 23/24 – a 32% increase.

Insurance Revolution was founded on the principle of taking on the 'uninsurable' risks that many big players shunned. Its success in finding cover for [customers with criminal convictions](#) and other non-standard risks, a market of over 12 million people in the UK, has allowed this rapid expansion.

And now, Insurance Revolution is looking to take things a step further in 2024 and beyond. With the booming commercial market in its sights, the company is making significant investments. They have brought on board a new Head of Commercial, Steve Carter, and are building a specialist commercial team at its Manchester office.

"I appreciate the 'Old School' approach of building relationships with our customers," Steve said upon joining the business. "I am currently in the process of building a commercial team that shares that philosophy. I want our customers to know that when they pick up the phone, they are speaking to someone they know, trust, and who understands their business."

Supporting its ambitious growth plans is a bold new brand identity and website relaunch, courtesy of Royal Flush Marketing. Insurance Revolution's fresh look is centred around its humanised approach to broking, in contrast to automated quote forms used by many of the large insurers.

Its human-first approach is a departure from the often cold nature of the industry, aiming to reintroduce a much-needed personal touch.

To learn more about Insurance Revolution and how it plans to make waves in the commercial insurance space, please call 0330 808 1500 or [visit the newly launched website](#).

About Insurance Revolution:

Established in 2014, Insurance Revolution focuses on delivering the very best service to people who generally need a bit more help finding the right insurance to suit their needs.

They believe they can make a real change in the insurance industry, particularly for those facing high premiums, poor service, and a lack of understanding of them as individuals. They try to better understand the person requesting a quote.

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