



Alliance Mission Statement

Sterner Holdings Limited T/a Alliance Insurance Brokers, Alliance financial Planning and The Wealth Shop Alliance is focused on developing and embedding a strong, sustainable consumer-centered culture. To deliver quality insurance products and services to the people and businesses we serve by: providing access to markets for competitive up-to-date products and services. We are committed to bringing quality products to market while providing the best service at an affordable cost to our customers. We will remain flexible and innovative so we are able to address the changing needs of our customers. We act in a fair, open and transparent way and endeavour to monitor and review our products and services to ensure that we are acting in our customers' best interests so that in the event that things should go wrong, that we put things right in a timely and reasonable way. Our desired consumer protection outcomes are:

1. A positive consumer focused culture that is embedded and demonstrated within our firm
2. A consumer protection framework that is fit for purpose and ensures that consumers best interests are protected.
3. We are fully compliant with our obligations and are treating our customers, existing and new, in a fair and transparent way.

We invest in the latest systems and software technologies and work with industry providers to enhance our knowledge and update our skills which benefit the client and brings new dimensions to our business which is constantly evolving.

Our staff participates in a Continuous Professional Development programme to ensure that they are always up to date with developments and changes in the insurance market. We have many years combined experience throughout the industry which will benefit you whether you are an existing client or a new customer.

Alliance Insurance Brokers were established in 1998 and has strived to grow our business by reputation and referral and in doing so, establishing long term business relationships with our customers and providers alike.