THE COMMERCIAL MODEL

Two flows, *deliberately separate.*

How an intermediary is paid decides what it optimises for. Ours is split in two, and both halves are written down before you sign anything.

PAID BY THE INSURER

10% — your broker

Commission on the placement, out of premium, in the ordinary way. Your broker advises and places; this is what that is worth.

PAID BY THE BROKER

2.5% — Deronda

Our share of that commission, for originating the placement and running the record. It comes out of the broker's 10% — it is not added to it.

PAID BY YOU

Software

A fee per employee per month, banded by size — see overleaf. It does not move when your premium moves.

Your commission cost is 10% of premium

7.5 points to the broker, 2.5 to us — and you are told both, at the start, in writing. Most arrangements in this market are not disclosed at all, so the useful question is not what anyone else charges. It is whether you were told.

The commission entry can never be edited afterwards. A correction is a new dated entry, and both stay visible to you permanently.

WHY THE SEPARATION IS THE POINT

When every party is paid as a percentage of premium, nobody in the chain is worse off when your premium rises. Splitting the software fee out means the majority of what we earn does not grow with your cost at all.

The part that does — 2.5% — is disclosed, fixed at the start, and permanently visible in your account.

AGREED ONCE, AT THE START

The conversation that is uncomfortable in year one is the one that makes year three easy.

WHAT THE SOFTWARE COSTS

Banded by size, because *small groups cost more to serve.*

Lives covered	Per employee, per month	Annual, typical group
1 – 49	£8.00	£2,400 at 25 lives
50 – 149	£6.50	£7,800 at 100 lives
150 – 349	£5.50	£16,500 at 250 lives
350 – 749	£4.50	£27,000 at 500 lives
750 +	£3.75	£45,000 at 1,000 lives

No implementation fee. It is standard practice in this market and we have chosen against it.

WHAT THAT MEANS AGAINST A TYPICAL ARRANGEMENT

ILLUSTRATIVE

Lives	Annual premium	Software	If your broker charges 15%	If your broker charges 20%
25	£55,000	£2,400	-£1,025	+£1,725
100	£220,000	£7,800	-£2,300	+£8,700
250	£550,000	£16,500	-£2,750	+£24,750
500	£1,100,000	£27,000	+£500	+£55,500
1,000	£2,200,000	£45,000	+£10,000	+£120,000

Assumes £2,200 of premium per life per year. Net = commission saved, less what our software costs you. The 15% and 20% columns are worked examples, not a claim about what the market charges — put your own rate in and the arithmetic is the same.

Where we will not claim a saving

Against a 20% arrangement we are cheaper at every size, before any argument about software. Against a broker already charging 15%, the commission saving is 2.5 points and our software costs most of it back — below roughly 350 lives you would pay slightly more in total. And we do not know what your broker charges; almost nobody does, which is rather the point.

We would rather tell you that than have you work it out later. If your current arrangement is well priced, buy Deronda for the record, the disclosure and what your people get — not to save money.

We never take undisclosed commission or vary it after the fact, never share it with a fund or introducer, never charge your members, and never sell or analyse your data for anyone else.