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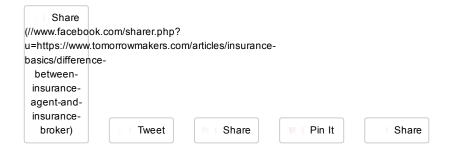
> DIFFERENCE BETWEEN INSURANCE AGENT AND INSURANCE BROKER

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## Difference between insurance agent

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17 February 2016





Understanding the difference between an insurance agent and an insurance broker can help you make the right choice when

## taking a financial decision. Let's take a look at what it is that they do and how you can effectively use their services to get an insurance policy that suits your needs.

Knowing the difference between an insurance agent and an insurance broker is ABOUT US (/ABBU/ 15) SIGN UP (/MEMBER/REGISTER/#HEADER)

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Who is an insurance agent?

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An independent insurance agent or insurance sales agent typically sells you a variety of financial products, like property insurance, casualty insurance, life insurance, health insurance, etc. The agent can be a person who acts as an

#### Who is an insurance broker?

An insurance broker sells, solicits or negotiates insurance for compensation. A broker works independently, meaning they can offer you a host of insurance products and services to consider. Insurance brokers have a higher responsibility for helping you choose the best financial product that fits your needs.

intermediary between the insurance company and the person availing insurance.

<b>Parameters</b>	Insurance Agent	Insurance Broker
rnev	An Insurance Company. You are their customer.	You, meaning you are their client
What do	insurance company with whom they are associated. Responsible for accurate	Help you choose the most suitable insurance policy amongst different insurance companies and products
How do they work?	insurance, 1 general insurance and 1 health insurance company and can give	They can give you information about several insurance companies and help you compare their products

#### How can they assist you?

Let's start from the basics. **If you are looking to get a new insurance policy** or wish to ensure that the policy you currently have best suits your interests, your go-to person is an insurance broker. Brokers are issued a broker's license by IRDA (Insurance Regulatory and Development Authority of India) which gives them additional expertise and technical knowledge.

**Brokers can be sued in case** they fail to deliver what was promised. The IRDA can cancel the broker's license, if found guilty. As brokers, they are bound to offer products from multiple insurers at the same time, helping you choose the one that best suits your interests.

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**Related:** ULIPS vs Mutual Funds- Which to buy? (https://www.tomorrowmakers.com/articles/financial-planning/where-to-invest-mutual-funds-or-ulips)

Although insurance agents cannot be sued, they can be reported about to the IRDAI or the insurance company they represent. If found guilty, the insurance company can revoke the agent's license.

#### **Closing thoughts**

Reliability and trust are crucial factors for you to consider when deciding which insurance policy you should invest in. The first step to trust is knowledge, and that's where insurance agents and brokers can help you. But no matter what you are advised, the final decision always lies with you, so use it wisely. To start off with, here are 5 questions you must ask before you buy insurance (https://www.tomorrowmakers.com/articles/insurance-basics/5-things-you-must-know-before-you-buy-life-insurance).

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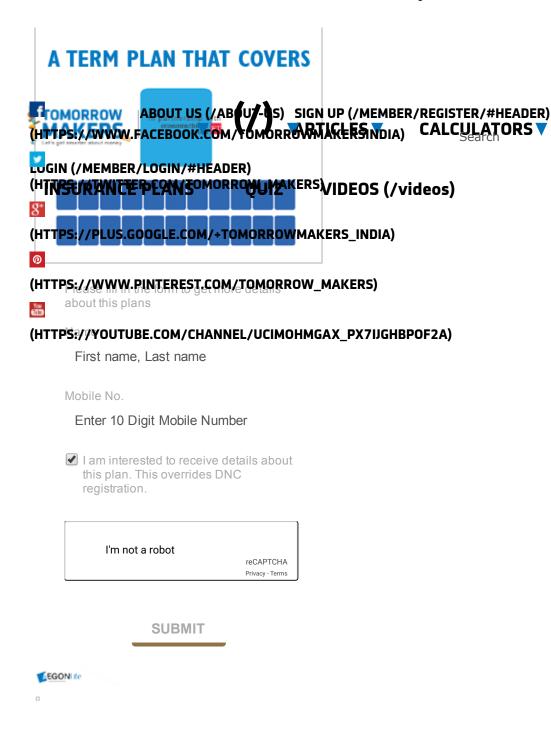
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"Time is more valuable than money. You can get more money, but you cannot get more time."

- Jim Rohn -

**QUOTE OF THE DAY** 

## **POLL**

#### Do you think your health insurance is sufficient?



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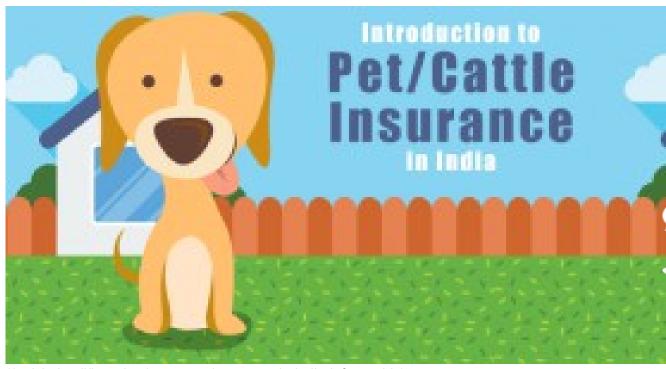


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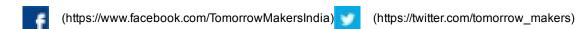
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