

# GoShor<sup>t</sup>y



## Who are GoShor<sup>t</sup>y?

Version 0.1

[goshorty.co.uk](http://goshorty.co.uk)

Be on  
*your way*

# Who are we?

We give people 24-hour access to affordable, easy-to use instant insurance that allows them to use another person's vehicle for however long (or short) they need.

What makes us unique is that we put the customer experience at the heart of the business, with a fast and efficient online journey supported by a friendly and accessible customer service team.

GoShorty has an impressive panel of insurers and wide acceptance criteria, which gives our drivers a broader choice of cover in comparison to its competitors.

As one of the UK's leading short term car and van insurance providers we help thousands of motorists across the UK each week to become insured from just 1 hour to 28 days, or for learner drivers, from 1 day to 24 weeks of cover.

**We exist to provide the ultimate *convenience* and confidence for those who require *short-term* vehicle insurance.**



# GoShorty

## **Freedom**

Getting you on your way, whenever and for however long (or short) you need.

## **Reliability**

Short-term vehicle insurance you can always count on.

## **Customer Experience**

Simple online journeys with support at hand to get you there.

## **Originality**

Finding new inventive ways to transform how you get from A to B.

## **Convenience**

Quick, easy, and affordable policies\*.

\*No shortcuts necessary.



# Our History

# GoShorty

Company formation

2016

FCA FINANCIAL CONDUCT AUTHORITY

2017

CDL

2019

first UNDERWRITING  
kgm

Launch

go shorty™  
Short Term Vehicle Insurance

2020

LVE

ageas.

Mulsanne Insurance

2021

2022

Major Oak Investment

2023

HAVEN INSURANCE



GoShorty

2024

White label proposition launch

Impound release product launch

Portal launch

Page 1 on Google

Full re-brand

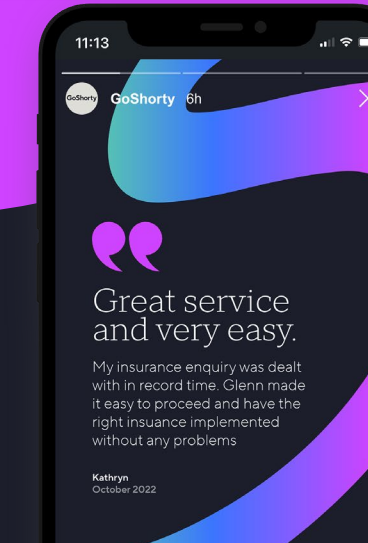
New platform launch

Marketing strategy launch

Pricing and data strategy launch



GRANITE UNDERWRITING



MARKERSTUDY INSURANCE SERVICES LIMITED

Key Partners



Who are GoShorty?



## Temporary Car Insurance

- ✓ 1 hour to 28 days flexible cover
- ✓ Drivers aged 19 to 75
- ✓ Maximum car value £65,000
- ✓ Comprehensive cover
- ✓ UK and EU licence holders accepted



## Temporary Van Insurance

- ✓ 1 hour to 28 days flexible cover
- ✓ Drivers aged 21 to 74
- ✓ Maximum vehicle value for CV £65,000
- ✓ Comprehensive cover
- ✓ Carriage of Goods for Hire and Reward



## Temporary Learner Driver Insurance

- ✓ 1 day to 24 weeks - total flexibility
- ✓ Drivers aged 17 to 69
- ✓ Maximum car value £50,000
- ✓ Comprehensive cover
- ✓ Drive your own car or borrow someone else's



## Impound Release Vehicle Insurance

- ✓ 30-day fixed policy duration
- ✓ Driver's age 24 to 69
- ✓ No minimum value
- ✓ Third Party Only
- ✓ Insured Driver only



## What is Temporary/ Short Term Insurance?

Temporary / Short -term insurance is comprehensive car, van or learner driver cover that lasts from 1 hour up to 28 days (1 day to 24 month for learners). It's the modern approach to insurance for those who don't want to be tied down with a 12-month policy.



### Benefits to you:

- ✓ Dedicated referrer URL - keep track of Quotes, Sales & Comissions
- ✓ Ringfence your clients - No cross selling guaranteed
- ✓ GoShorty are short term specialists
- ✓ Best range of options in the sector
- ✓ Market leading commissions



### Benefits to your clients:

- ✓ Market leading panel of insurers
- ✓ Wide acceptance criteria
- ✓ Competitive pricing
- ✓ 2-minute quote and buy online
- ✓ Documents delivered straight into customers inbox
- ✓ 1 hour to 28 days durations
- ✓ 4.9 star 'excellent' Trustpilot rating

# How it works commercially?

We pay you a commission for every policy that is taken up by your customers as long as they follow the dedicated URL you have been provided with, and what's more, we always ensure any repeat business is linked back to you in terms of the introducer's commission (and at least 40% of our customers return on average taking up 4 policies a year).



It only takes a few minutes to open an agency, and you can be sending customers to us today.



Customers can arrange cover in minutes on our market leading website goshorty.co.uk and their policy purchases will be easily tracked to your firm via your referrer URL



You will earn a split of our net earnings from every referred policy taken up/bought.

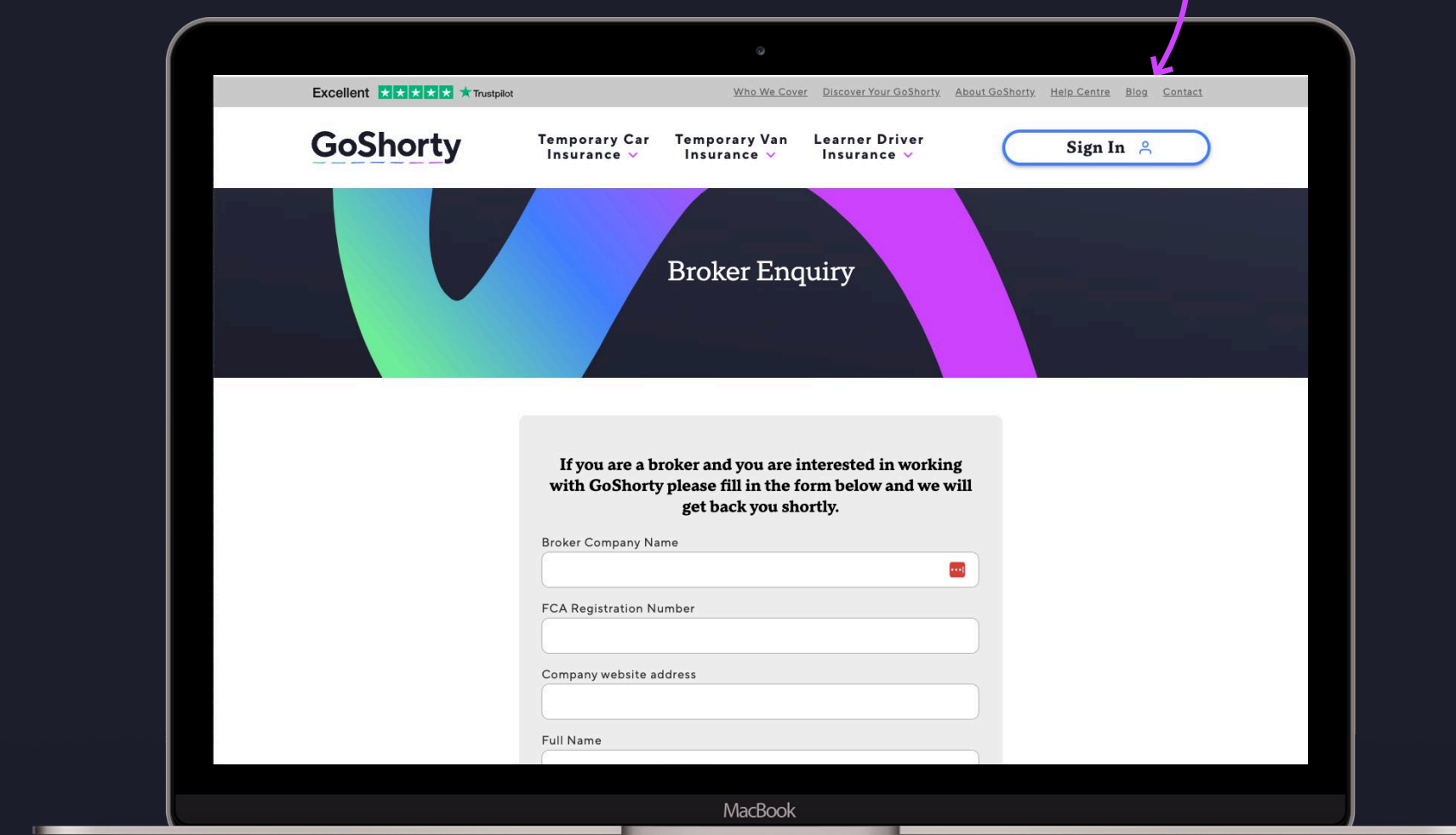


There are no commitments, obligations or costs to you.

## Getting Started

Our sign up process is quick and easy, once completed, you can start referring business to us straight away.

To get going simply complete the electronic agency agreement that will be sent via email. The sooner you return the agreement, the sooner you can start referring customers.





# About GoShorty

## Who we are



**Paul Moors**  
Chairman



**Andy Moody**  
Founder &  
Managing Director



**Simon Jackson**  
Director



**Phil Evans**  
Commercial  
Director



**Francesca Moody**  
Head of  
Partnerships



**Chris Penfold**  
Director of  
Underwriting

## Our Awards



Insurance  
Times  
**awards2023**  
#IT Awards

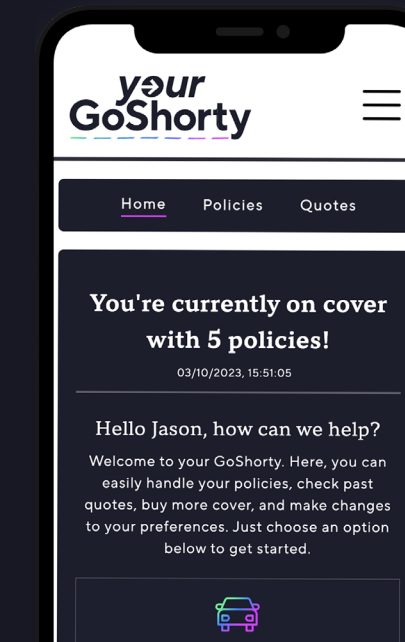
**GOLD WINNER**  
Personal Lines Broker of the Year

We are rated  
**5 Stars** on  
Trustpilot!



## your GoShorty

Our **brand new**  
customer portal!



- ✓ See your policies
- ✓ Download your documents
- ✓ Buy more cover

Our 13 schemes are  
constantly expanding!



Impound  
(Dec 23)



Courier  
(Dec 23)

Total repeat business is  
**2.4 per**  
new business sale

This number is increasing all  
the time due to ease of use and  
brand loyalty.



Telephone  
based customer  
service team

Call **0333 433 0001**

Monday to Friday  
9:00am - 5:30pm



GoShorty



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goshorty.co.uk