Gallagher
INSURANCE

The Smart Business Owner's Guide to Insurance

Insurance brokers provide expert advice and tailored solutions, helping your business navigate risk and move forward with confidence.



Why insurance matters more than ever

Every day business owners are focused on delivering for customers, supporting their people and keeping operations running smoothly. Having the right insurance in place helps provide confidence and certainty, so you can focus on what's important to your business.

As your business grows, so do the opportunities and responsibilities that come with it. Having the right insurance cover in place gives you confidence to take on new challenges, invest in growth and focus on what matters most.

Business insurance helps provide financial certainty when the unexpected happens, whether that's damage to your premises, a cyber incident or a liability claim. It can help keep your business moving and minimise disruption, so a setback doesn't become a major obstacle.

While many businesses are well-prepared, an unexpected event can still have a significant financial impact. Only 23% of SMEs have more than 10 months of cash reserves, while 17% are operating with less than one month of reserves.[1]

Insurance is about more than policies, it's about protecting the business you've worked hard to build and continue to grow.



[1] https://www.prospa.co.nz/blog/nz-sme-sentiment-tracker-mid-2026



What is an insurance broker and how can we help?

Think of an insurance broker as your business partner and risk adviser. We're professionals who help you make informed decisions about protecting your business.

A broker:

- Works with you to understand your circumstances and identify risks that should be insured.
- Puts together an insurance programme that gives you the right cover priced for you.
- Navigates the complexities of insurance markets and provides advice as conditions change.
- Helps keep your insurance up-to-date as your needs change.
- Guides you through the claim process and advocates on your behalf, while working closely with you to achieve a fair and timely outcome.
- Can help organise your annual premium to be paid in instalments making it easier to manage cash flow.*

We get to know your business and help you to better understand your risks, so you can make well-informed insurance decisions.

*interest and fees apply

Myths vs facts about brokers

1 Myth: Brokers only work for the insurer.

Fact: We work for you, not the insurer. At Gallagher, we access a wide market of insurers to find the right solution for your business.

2 Myth: Brokers will upsell extras I don’t need.

Fact: Our professional obligation is to get you the cover you need to protect your business. Nothing more, nothing less.

3 Myth: Small businesses are too small for brokers to care about.

Fact: Small businesses help drive New Zealand’s economic growth. That’s why we’ve got brokers throughout New Zealand, giving you access to local expertise wherever you do business. You don’t need to be big to benefit from expert advice.

4 Myth: If I have to claim, I’ll be on my own.

Fact: When a claim happens, you need someone in your corner. Our experienced claims teams combine specialist expertise with strong insurer relationships to advocate on your behalf and help deliver a fair and timely outcome.

5 Myth: My risks are simple, I don’t need a broker.

Fact: Many businesses underestimate their exposures or don’t realise the fine print in policies may leave them unprotected. A broker makes sure your cover actually matches your insurable business risks.





Here’s what you might be missing

Buying insurance direct or via an online service might seem quicker and cheaper.
But when the unexpected happens, gaps in cover can cost far more than any savings.

Here are six ways a broker adds value:

Partnership and support
A broker is a trusted business professional, providing guidance and resolving uncertainty for you.

Bespoke service
While you get on with your business, your broker will secure cover tailored to your specific needs.

Negotiate for you
Brokers know how to present your risks to insurers and secure competitive rates.

Business security, not vulnerability
Brokers provide expert insight to help you identify your business risk exposures.

Claim support
We’re in your corner working for a positive claim outcome.

Coverage that grows with you
Brokers will review your cover to ensure it keeps pace with your business.

The value of broker expertise

Every business is different and so are its risks. That's why insurance works best when it's tailored to your specific needs, rather than taking a one-size-fits-all approach.

The right insurance is about more than simply having a policy in place.

A broker takes the time to understand your business and with specialist knowledge and access to a wider range of insurance options they can identify cover that's fit for purpose and aligned to your needs.

63% of New Zealand SMEs use an insurance broker.[2]

Our brokers are trusted for their expertise, the time they save business owners, and the support they provide at claims time. They help you understand your risks, make informed decisions, and feel confident you've got the right protction in place for your business.



[2] https://www.vero.co.nz/content/dam/suncorp/insurance/vero-nz/images/over-and-above/tools-content/vero-smexperts-webinar-summary.pdf

We’re here to help

Real-life cases of claims support show how we deliver when it matters most.

Case study 1: When detail makes the difference

A contracting business faced significant truck damage after an oil filter became dislodged, but their claim was denied as a mechanical breakdown.

By digging deeper, our claims advocacy team showed the likely cause was sudden impact damage from road debris meaning the exclusion shouldn’t apply. The insurer reversed its decision, covering the costs of repairs plus additional compensation for 56 days of loss of use.

Case study 2: Advocacy changes outcomes

A retirement village boiler room fire caused significant damage after an electrical fault. The insurer initially declined the claim, citing equipment and breakdown exclusions.

We demonstrated to the insurer that while the fault may be excluded, the resulting fire, smoke and water damage was covered. The insurer accepted this, and the client received a full payout (minus excess).





Checklist: Is it time to use a broker?

Ask yourself these key questions:

- Do I really understand what all my insurable business risks are?
- Do I know what insurable risks I'm currently covered for?
- Do I have the right protection in place if someone we rely on within my business can no longer work?
- Have I compared cover with multiple insurers?
- Do I fully understand my insurance policy?
- Do I have someone to guide and support me through the claims process if I need to make a claim?
- Do I have the time and energy to worry about insurance?

If you answered 'no' to any of these questions, now is a great time to speak with one of our brokers.

Take the guesswork out of your insurance

Whether you're reviewing your current cover or planning for the future, the right advice can help ensure your business is well protected. Contact us for guidance on navigating your insurance needs.

We protect businesses and support the communities they enable

We're proud to support organisations that inspire and uplift New Zealanders. We are proud partners of:

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