

## **For Immediate Release**

**1<sup>ST</sup> June 2007**

### **Fransure – Insurance for Franchising launches in the UK**

Fransure, the new brand for Business Insurance for the Franchise sector,

Providing insurance cover for all types of franchise business in the UK but specialising in the Food & Drink, Technology, Professional and Sign & Graphics.

Fransure provides a wide spectrum of insurance covers catering for both the individual Franchisee and for the Franchisor; creating bespoke insurance programs for the franchise group where economies of scale come into play.

For Franchisors in particular, much of Fransure's service concentrates not only on the insurance products itself, but on the risk management of the group. This includes periodic claim reporting across the franchisee network which provides an effective management tool enabling the franchisor to identify areas of risk which can help reduce and control claims throughout the franchise network, keeping insurance costs to a minimum.

Already providing insurance cover to some well known UK franchise networks and individual franchisees it became obvious that franchisees and indeed franchisors needed to be serviced in a different way to an independent business. Finding on so many occasions that the insurance covers franchisees have falls short of what they actually require. Fransure in conjunction with its partners provides effective solutions giving piece of mind not only to the franchisee but the franchisor where management fees can be at risk.

Coinciding with the launch of the Fransure brand [www.fransure.co.uk](http://www.fransure.co.uk) has also been launched alongside to provide further information.

Editors Note

FRANSURE IS A BRAND OF REAL INSURANCE BROKERS

- Real Insurance Established 1998
- Fransure launch June 2007
- Managing Director – Steve Taylor
- Head Office – Millennium House, Sovereign Way, Mansfield, Nottingham.
- Staff - 14
- A Layton Blackham Business Solutions Partner

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