



**First Accord**  
Insurance Brokers Ltd



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Insurance Consultant &  
Risk Managers



## About Us

We are a well-established and organised team of Insurance brokers and consultants providing advisory services in risk management, insurance programme design and placement, risks surveys, business continuity planning, occupational safety and health.

We stand for excellence in provision of our services so as to achieve good customer experience.



A hand is pointing towards a digital interface. The interface features a central icon of a scale of justice, surrounded by various circuit-like patterns, arrows, and data visualizations. The background is a mix of blue and orange hues with bokeh light effects.

## Legal And Regulatory Compliance

First Accord Insurance Brokers Limited started as an Insurance Agency in September 2010 registered under business number BN/2010/90237 and was incorporated as a limited liability company in August 2016 registered by Registrar of Companies under registration Number PVT/2016/020798.

We are licensed by Insurance Regulatory Authority vide registration number IRA/06/578/2017. We are also a member of the Association of Insurance Brokers of Kenya, Member number 406.

## Our Products

We deal in all kinds of general and Life insurance products among them:

1. Fire and Allied perils, Industrial All Risks and Consequential Loss Insurance.
2. Fire domestic popularly known as domestic package
3. Theft classes i.e. Burglary, Money Insurance, All Risks, Fidelity Guarantee, Bankers Blanket bonds.
4. Marine cargo, Marine Hull and Goods in transit
5. Engineering classes' i.e. Contractors all risks, Erection All risks, Contractors Plant and Machinery, Machinery breakdown, Boiler and pressure vessels, Deterioration of stocks, Stock floaters,, Electronic Equipment Insurance.
6. Liability insurance i.e. . Carriers Liability, Contractual Liability, Public liability, Product liability, Professional indemnity
7. Travel insurance and Health insurance
8. Personal Accident covers for Individuals, groups, Students, Work Injury Benefits Act (WIBA), WIBA Plus.
9. Bonds and guarantee i.e. performance bond, bid/tender bond, Immigration bond, custom bonds and Surety Undertakings..
10. Private and Commercial Vehicle Insurance.
11. Excess Protector Insurance.
12. Political violence, Terrorism and sabotage insurance.
13. Cyber Crime, Financial Institutions
14. Group Life Assurance.
15. Group Creditors Policy.







## Our Services

### **1. Insurance Brokerage and Consultancy**

We do insurance brokerage for all kind of general insurance products and we are licensed by Insurance Regulatory Authority to represent all insurance companies. We advise clients on the insurance underwriters to place business with as per our experience in dealing with them.

### **2. Risk Surveys and Risk Management**

We carry out risks surveys for huge risks and advise clients on risk improvement recommendations. The risks survey may be pre- insurance survey or post-insurance survey. The purpose of the survey is to review the adequacy of client's sum insured and portfolio mix. This is aimed at ensuring that the client is not exposed by an overly huge uninsured amount.

### **3. Business Continuity Planning**

We advise clients on control measures to put in place to ensure continuity of business operation in case of a disaster or a hazardous occurrence. We help clients to develop BCP operational plans to assist in identifying hazards with potential to disrupt smooth operations.

### **4. Occupational Safety and Health**

We advise clients on compliance with the provision of Occupational safety and Health Act of 2007 as revised in 2010. The act requires each employer to constitute a safety and health committee and conduct regular safety and health audits. The audits are meant to prevent workplace accidents. We also assist in registration of workplace.

# What We Stand For

We live by The First Accord Cause. It's what drives us to deliver the world's best risk management advice and insurance service. And it's what sets us apart from other brokers and the thousands of smaller firms that can't match our scope and specialization.

Four straightforward commitments to our clients and one overriding principle that binds them together:

- We thoroughly endeavour to understand our clients' needs, preferences and their industries.
- We develop client solutions with the best markets, prices and terms.
- We relentlessly deliver quality client service.
- We get claims paid quickly.

**...with integrity.**

Understanding. Solutions. Service. Claims. Integrity. Easy words to say, demanding ideals to live by. While other brokers may perform well on one measure or another, First Accord is committed to delivering the whole package, with the expertise, scale, technology and passion that consistently defines our service experience in every sector where we operate.

Here's what we mean, and how we do it.



## Understanding

**We thoroughly endeavour to understand our clients' needs, preferences and their industries.**

What if you had your own in-house insurance broker who, like a long-time insider, knew your industry, your competition and your company from the mail room to the board room? With First Accord as your broker, that's what you get.

We know Construction. Energy. Marine. Healthcare. . Hospitality. Retail. The list goes on, industry by industry. And when it comes to specialist expertise in such critical areas as Employee Benefits, Liability, Environmental Risk and a host of others, nobody beats First Accord.

We learn what defines success and failure for you. We understand your greatest opportunities for growth, and apply advanced analytics to model the risks you'll face along the way. That is the starting point of a great client-broker relationship.

## Solutions

**We develop client solutions with the best markets, price and terms.**

After establishing a strong foundation built on broad understanding and deep analysis, we're ready to bring our clients' risks to the global insurance marketplace.

The market is complex. One size doesn't fit all. Sometimes a solution exists, other times it must be cobbled together from a variety of sources or created from scratch. The lowest price isn't always the best deal. The best coverage requires a mix of financial strength, competitive price, client-focused terms and conditions and responsive claim service.

We have the people and the proprietary services to get this mix right. At the end of the process, First Accord uses its market clout and geographic breadth to deliver the best solution for every situation. Our goal? Reduce your total cost of risk, and give you a competitive edge.

## Services

**We relentlessly deliver quality client service.**

How do we put this array of resources to work for each client?

The First Accord Client Advocate. This experienced professional is your trusted advisor, empowered to deliver all of First Accord to your doorstep – and desktop. Your Client Advocate assembles a team of First Accord insurance experts and resources that work continually to assess, mitigate, manage, transfer and where possible eliminate your risk.

It all adds up to a service experience that can't be beat. Answers are delivered quickly. Contract certainty is given the highest priority. Policies are issued in a timely fashion. And strict regulatory compliance is a way of life. The recipe for your success is our relentless commitment to service excellence. The kind we deliver, day in and day out.





## Claims

### **We get claims paid quickly.**

Accidents happen. It could be a minor disruption or a major catastrophe, but that's why you buy insurance. None of it matters unless your claims are paid promptly and properly.

Brokers need to be advocates and fighters, not just salespeople. It's a fact of life: Claims often put policyholders and insurance carriers at odds. Disputes, delays and reservations of rights are on the rise.

The issues are complex, often wrapped in dense layers of legalese. It's our job to resolve disputes and get you the best outcome. We're in your corner, every time.

Nothing is more important than delivering the value of insurance. This is the measure of the best brokers, and getting claims paid quickly and fairly is how First Accord measures itself.

## Integrity

The four pillars of The First Accord Cause – understanding, solutions, service and claims – rest on a strong foundation of integrity. With integrity interwoven in everything we do; The First Accord Cause gains even greater strength. Integrity and trust have always been the basis of every successful business relationship. Clients demand transparency, and First Accord responds by taking the lead. We break new ground with a declaration of our undivided fidelity to the client.

The First Accord Cause defines our commitment to you. It dictates how we operate every day and at every stage of our relationship. From knowing your business inside and out; to finding the best markets for your risks; to servicing your interests wherever you operate; to helping you get your claims paid quickly. We do it all – with integrity as our guide. The First Accord Cause, quite simply, is why we exist, and why you can count on us to deliver, every time.





**...Secure Tomorrow**

## How We Will Work With You...

We will work with First Accord Insurance Limited to form long term, deep and mutually beneficial relationships. We will use our experienced people and our contacts in order to address your insurance needs.

### **Basic principles underlying our approach**

To ensure relevance, quality and effectiveness of our support, we have identified four basic principles as follows:

- Continuous communication (no-surprises);
- Using experienced and skilled staff;
- A participatory approach; and
- Working collaboratively with your teams to deliver solutions that work.

#### **1) Continuous communication**

We will emphasize continuous communication throughout, where issues will be resolved as they arise through discussions and consultation. As an indication of our commitment, we will:

- Immediately address issues as and when they arise; and
- Keep you up to date on the progress of the assignment.

#### **2) Using experienced and skilled staff**

Our team will comprise of experienced and skilled staff, who have been involved in similar assignments. We will keep you in the loop of all the changes in insurance legislation and regulations in Kenya.

#### **3) A participatory and collaborative approach**

An effective participatory approach is crucial in the process of this assignment. We shall use a participatory approach, which will involve working closely with you in all the stages of this



# How We Will Meet Your Needs

- **Hassle-free, seamless and comprehensive service**

First Accord will be providing a fully outsourced 'cradle-to-the-grave' service wherein we manage the entire insurance portfolio. This will include identifying the insurance policies needed; obtaining and providing all the required documentation, arranging for motor and property valuation, liaising with insurance companies for risk assessment and underwriting surveys and arranging for the payment of the insurance premiums. We will also track the expiry of policies in order to manage the renewal process.

- **Compliance and professionalism**

As a leading professional services firm, First Accord key area of focus is ensuring compliance with Kenyan insurance rules and practice. Our work is carried out in a professional manner by highly skilled and experienced staff.

- **Commitment and flexibility**

We are committed to working with you to exceed your expectations in the provision of superior Insurance Services. Although we have well developed systems for the provision of insurance services we remain flexible and agile. We are able to tailor or adapt our systems to better meet your requirements. We welcome your feedback at every stage of the engagement so that we can continue to improve our services to you.

- **Diligent approach, 'can-do' attitude and leveraging relationships**

Thus far, we have not experienced any rejections of insurance proposals that we have lodged. We believe that this is a result of diligently putting together persuasive and comprehensive applications as well as working closely with our underwriters to understand what their requirements are. At First Accord, we have a strong ethical code and our values have enabled us to serve clients who have equally high standards.

- **Synergies and further services**

Our insurance services are offered out of our risk management practice. We also offer a whole host of consultancy services ranging from risk identification, risk assessment, risk measurement. We are therefore well placed to provide these additional related support to you.

- **Effective Claim Processing**

We will keep you up to date of the status of the claim recovery process. We will use our market clout to ensure effective and timely processing of the payments. Claim recovery can only be a smooth process if the underwriting of the business is properly done, clauses and warranties well understood. To this end, we will ensure there are no fine prints in the policy documents issued to you. We will ensure that we deliver the policy documents promptly upon cover inception for your reference and records.

- **Renewal Tracking**

We will utilise our systems to ensure that all renewal are up to date and provide you with renewal notice



# Insurance Services Delivery

Insurance helps an organization to manage a risk if something happens to the company or to its property and helps recover from the difficulties and financial hardship caused by unexpected events that cause injury and/or a financial loss

Insurance purchasing decisions are complex to evaluate due to terms, conditions, exclusion, warranties and clauses which in most cases are not fully disclosed to the clients only for them to be surprised when there is a claim. First Accord will be at hands to ensure that all clauses that are inserted into your policy documents are for your benefit. We will be at hand to provide you all the technical advice and guidance to analyze all quotes obtained from various insurance companies.

We will assist you work out the level of cover required so that we can make sure that you are properly covered and understand the details of the policy. We have a thorough understanding of the insurance market and we have contacts with Risks surveyors whom we shall engage to do a risks survey on your premises and property and provide risk improvement recommendation through a Statement of Advice at no cost.

We will endeavor to understand your business and its operating environment so that we can meet your need and expectations.

In our many years of existence, we have dealt with all classes of insurance business ranging from the simple motor insurance to highly technical business of contractors and erection all risks, professional indemnity, customs bonds, bid/tender bonds, performance bonds, legal and contractual liability insurance, marine and good in transit, industrial all risks, fire industrial and domestic package.

We are fully authorized and regulated by the Insurance Regulatory Authority and we abide by its code of ethics in transacting our business.

We will perform all the tasks in insurance program design, renewal process tracking, claim processing and follow up, loss prevention and risks improvement recommendations.



...Secure Tomorrow





# The Team



### **Mr. James Ruoro (Managing Director & Principal Officer)**

**Mr. James Ruoro** holds a Bachelor's degree in applied statistics (First Class honors) from Maseno University. He is a Certified Public Accountant and a member of ICPAK, Member No. R/10031 certified Securities and investment Analyst (CSIA). Mr. Ruoro is also a Chartered insurer and a member of Association of Chartered Insurance Institute (ACII), London and practice as the Lead Insurance Consultant.

He has vast experience spanning over 10 years in insurance underwriting and reinsurance placement, corporate finance and treasury management, management accounting and budgetary control, risk management and business continuity planning gained over several years working with reputable insurance companies among them UAP Insurance Company Limited, AIG Kenya Insurance Company and CIC General Insurance Company Limited.

### **Mrs. Martha Njeri (Technical Director)**

**Mrs. Njeri** holds a B.com degree (Insurance Option) and a Diploma in Insurance from College of Insurance. She has worked in brokerage firms for over six years in underwriting and claims department. She is in charge of technical business advisory and deals with specialised lines of business like marine and construction insurance. She offers technical support to daily operation of the business.

### **Mr. Michael Waweru (Marketing Director)**

**Mr. Waweru** holds a B. Com degree (Marketing Option) and a Diploma in Insurance from College of Insurance. He is in charge of Marketing and Business development division of the agency and he has been instrumental in driving the marketing strategy of the business. He has a dedicated sales team under him which helps him to meet the sales target of the company. He has been in insurance brokerage for several years.

### **Mr. Daniel Kiiru (ICT Manager)**

**Mr Daniel** holds a Bsc degree in Telecommunication and Information Technology, Certified in Cisco Network Associate, Professional skills in Graphics- Website designs, Mobile and Cellular Networks. Daniel is the in-charge of the systems and software at First Accord. Through him, First Accord Insurance has harnessed its system efficiency which is key in ensuring that we provide better services to the customers.

### **Mr. Benson Miano (Financial Controller)**

**Mr. Miano** holds a B.Sc. Economics and Statistics and has attained CPA Section 4. He is in charge of the financial well-being of the company through monitoring of the cash flow projections, treasury management, credit control, expense control and capital budgeting.

A red fire truck is shown from a side-front perspective, driving on a road towards a bright sunset. The sun is low on the horizon, creating a strong orange and yellow glow that fills the sky and reflects on the road. The fire truck's headlights and emergency lights are visible. The overall mood is one of hope and security.

...Secure Tomorrow

## **Contacts Us:**

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