

# Commercial Due Diligence: Commercial Insurance Brokerage

*Competitive Positioning and M&A Opportunities along Commercial Insurance Value Chain*

## CHALLENGE

A private equity client enlisted GLG to help assess the commercial insurance brokerage space. Key diligence questions included:

- Competitive landscape and the target company's positioning
- Potential for inorganic growth in the commercial insurance space

## THE GLG APPROACH

GLG assembled an engagement team led by a former commercial due diligence consultant from a top-tier firm, along with a 20-year insurance industry veteran executive who served as an advisor.

During the three-week effort, the GLG team:

- Facilitated 20 expert interviews with stakeholders across the insurance value chain (e.g., carriers, brokers)
- Conducted a survey of 150 addressable customers to assess the target's strengths and weaknesses

## OUTCOME

GLG's team helped synthesize the findings into a 60-page report summarizing the target's reputation, positioning, customer perceptions, and growth opportunities. The findings helped inform the client's valuation model and their decision to continue with diligence.

## FEATURED PRODUCTS



GLG Integrated Insights



GLG Calls



GLG Surveys

[Learn more](#)

As the world's insight network, GLG connects clients to the subject-matter experts who can provide real-world insights to make informed decisions. Our team of professionals work with you to create a tailored approach that identifies, assesses, and answers your questions on your timeline. We bring the power of insight to every great professional decision.

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## Why GLG?

### Unique Engagement Model

Using GLG's engagement model, our client gained access to an industry veteran advisor. This accelerated the "get-smart" phase of diligence and ensured final insights were nuanced with first-hand expertise.

### Targeted Scope, Precise Methodology

GLG partnered with our client to pinpoint the critical investment thesis questions, designed a research approach consisting of 20 expert calls and a customer survey of N = 150, and helped deliver a 60-page report on key findings.