

The complaint

Mr V is unhappy with the service his broker, One Sure Insurance Limited, has provided. He doesn't think it has found him the cheapest policy over the last 3 or 4 years.

What happened

Mr V used One Sure as a broker for several years to find him an appropriate insurance policy for his needs. But Mr V thought it hadn't acted reasonably.

One Sure thought it had provided a good service. It said after thoroughly searching the market, it had selected a product that had best met Mr V's needs.

Mr V told our service that he didn't think One Sure have provided him with the cheapest deal they could over the last three or four years. Mr V's premiums have been rising year on year and he said it has risen £37 in the last year. Mr V thinks One Sure should pay him compensation and it should guarantee it will get him the cheapest deal in the future.

Our investigator decided not to uphold the complaint. He thought the evidence demonstrated One Insurance had acted fairly and had worked to find the most appropriate product for Mr V. Mr V disagreed, so the case has been referred to an ombudsman.

What I've decided – and why

I've considered all the available evidence and arguments to decide what's fair and reasonable in the circumstances of this complaint.

Having done so, I know I'm going to disappoint Mr V, as I'm not going to uphold this complaint. But I'll briefly outline my reasoning why I've reached this decision.

One Sure acted as Mr V's broker. One Sure explained its role as *"we act as the broker and set up and administer policies on behalf of the Underwriters and we do not set the rates, and the renewal is system driven based on the market at the time your renewal is due which may go up or down over the year, and be assured we always look for the best deal for our clients"*.

I think this is fair, but I think Mr V should expect One Sure to try and find him a policy that meets his needs, at the best price. This doesn't necessarily mean One Sure should provide the policy with the cheapest price, as this might not be a very good policy for Mr V.

I think it's worth noting that brokers won't approach every insurer in the market. Brokers tend to work with a selection of underwriters who they have good relationships with, and who they think provide customers with the best products for the best value for money. This is part of the service Brokers provide, using underwriters / insurers who they trust to do a good job.

One Sure has explained *"after thoroughly searching the market we recommend the product because: - We feel it is adequate to meet your overall demands and needs - Compared to other products on the marketplace that we deal with, the product is priced competitively - This insurer offers an excellent claims handling service - Any exclusions and conditions have*

been reviewed and are compatible with your requirements - Your home is an investment, your property will be protected against a wide range of risks that could cause damage to your home. This wording above is included in all your renewal letters”.

The statement by One Sure is in line with what I'd expect them to do, it fits what I outlined before that a broker won't choose the cheapest product in the market place, it may not choose the cheapest product with its own selection of insurers either if it doesn't think it suits the needs of its customer.

Costs of insurance policies have increased significantly since around the time of Covid (2019/2020) and beyond. The main driver in the increased cost, is because the number of claims that have been made has increased sharply and the average cost of claims has increased, as the cost of repairing damage / replacing items has increased. This isn't dissimilar to many industries which have seen costs increasing in recent years due to inflationary pressures and supply issues.

I've viewed the price of Mr V's policy and I can see it increased by 89% between 2019 and 2025. This is a significant increase. However, One Sure has explained it followed a systemised process and these increases are not dissimilar to the general market place.

I can see One Sure has moved Mr V's policy to three different insurers during this time, which included flipping back to the insurer Mr V used originally. I think this shows One Sure has been active in trying to meet its aims of finding the best product at the best price for Mr V. I don't think the price increases Mr V has experienced are different to what I have seen generally with insurance premiums over this period.

One Sure has shown Mr V often spoke with them to negotiate the price with the insurers, and where it could, One Sure managed to get the price reduced where insurers were keen to keep Mr V's business. This is captured in Mr V's customer contact history that One Sure maintain. One Sure said it didn't tie Mr V into taking a policy through them and he could go elsewhere to purchase a policy if he wanted. I haven't seen any evidence that suggests this is incorrect and this is the process I'd expect.

As I haven't seen any evidence that One Sure has acted unfairly, I don't uphold this complaint.

My final decision

My final decision is that I don't uphold this complaint. I don't require One Sure Insurance Limited to do anymore.

Under the rules of the Financial Ombudsman Service, I'm required to ask Mr V to accept or reject my decision before 9 December 2025.

Pete Averill
Ombudsman