Introducing FWD Elite: our next-generation agency

We understand that the first step to building a professional agency is to attract the best talent. So through FWD Elite, we’re the first insurer to offer a trio-track career platform. This allows our agents to develop not only as advisors and leaders but also to move into senior corporate roles within our organisation.

To our agents, FWD Elite is more than status. It’s a whole new way of serving our customers, and a reinvention of their career.

We also believe it’s important for our agents to connect with customers through the latest technology. So we built our business paperless from the start, and have developed multiple tools and platforms to reach, educate and serve our customers wherever they are, whenever they want.

Finally, and perhaps most critically, we believe trust is built through strong insights and impartial advice. As part of this, we help our agents build trusted relationships by supplementing their knowledge with machine learning. For example, AI², our in-house digital tool helps identify customers’ needs and provide appropriate solutions.
Excelling in distribution

Since 2018, we’ve grown our Elite agents by 66% (May 2018-May 2019)

We’re building the most professional, productive, digitally-enabled, and trusted team of advisors. And we’re doing this through FWD Elite, a programme underpinned by these four principles.