



Money.net champions consumer awareness with new insurance guide

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Money.net launches its ninth personal finance product guide in its series of consumer information brochures.

PR9.NET August 16, 2005 - Money.net, the UK based price comparison and product research site, has just launched its ninth product guide in its series of consumer information publications. The new insurance guide joins the collection of other product manuals on money.net (<http://www.money.net.co.uk>) encompassing credit cards, mortgages, loans, life insurance, ethical investing, family finance and student finance.

The insurance guide (<http://www.money.net.co.uk/home-car-travel-insurance-guide/index.shtml>) focuses on the most popular types of insurance, including home insurance (buildings and content), motor insurance and travel insurance. Within the motor insurance section, the guide includes detailed information on fully comprehensive insurance, third party insurance and speciality insurance.

Money.net was in the news earlier this year over travel insurance, when the price comparison website issued a press release in April warning the consumer to guard against exorbitant insurance premiums from high street travel agents. At the time Richard Brown, Chief Executive of money.net was quoted as saying:

"Single trip travel insurance can be obtained direct from a broker at very reasonable prices. The difference in price can in our view only be accounted for by the commission that some agents are taking from the insurance company. As usual it is the consumer who loses out because of travel agents' greed."

Research from the University of Warwick has shown that search capability is a powerful influence in overall consumer market choice, hence giving consumers the tools to shop around and empower them to seek the most competitive product.

Of the insurance guide, Richard Brown confirmed, "the insurance market is full of pitfalls and our guide is designed to highlight some of the potential problems that people face when arranging their home, motor or travel insurance."

Money.net offers a separate life insurance guide, which contains a comprehensive review of the types of life insurance and an explanation of the relevant complex terms. Money.net intend to expand this particular section over the next few months in response to widespread concerns that consumers do not have adequate protection and personal cover against risks that could leave them in serious debt.

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About bigmouthmedia

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About bigmouthmedia:

Bigmouthmedia is an internet marketing agency specialising in search engine optimisation / optimization (SEO), paid search (PPC), organic search, link strategy and online PR.

Bigmouthmedia is based in Leith, Edinburgh, with offices in London and Madrid, and is headed up by Steve Leach and Lyndsay Menzies.

The company focuses on search engine marketing for big brands – boasting an impressive list of clients, including Sony PlayStation, British Airways, Sony Ericsson, Barclays, National Express, Laura Ashley and MTV.

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About Money.net

Money.net.co.uk is the UK's most established personal finance research and data website. The company offers consumers a wide range of low cost financial products: from mortgages and personal loans; to car, home and medical insurance; credit cards; savings accounts and best-buy fixed rate products. Money.net.co.uk is an ethical, impartial and comprehensive source of consumer finance information, covering the whole of the personal finance sector.

Money.net was founded in 1997 by Chief Executive Richard Brown to simplify the personal finance market and provide consumers with impartial and interactive information on financial products and services.

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