

The King Price journey...

The dawn of an insurance revolution for the greater good

King Price Insurance was born from the seed of hope that things could change for the sake of the greater good. Around four years ago, Gideon Galloway was the youngest board member of a well-established organization and at the height of his career. But a few things did not sit right with him. He was frustrated with the unwillingness to change and improve.

Given the limited resources and old system technologies that the powers that be were willing to commit, there was also just not enough room for innovation.

With this ideal in mind, he took that leap of faith and left his cushy job to pursue a dream, which at the time, seemed almost impossible.

Forming an army with the finest people in the industry...

Fortunately, there were a number of other people who shared Gideon's vision. They too have spotted the loopholes in other insurers' offers, and became as disgruntled as everybody else for paying more than we should for our insurance. And they decided to join forces with him to do something about it.

These people, who we believe are the finest in the industry, were prepared to leave their high-paying jobs and come and work for half their salaries. Now THAT is the kind of passion that no one can compete with.



FSP no: 43862



Engineering THE most intelligent risk rating engine in South Africa...

With a vision as clear as daylight, very little start-up money, and the assistance of this extraordinary crew, we went underground for more than three years. We literally, as they would say... built this company from a garage and created the insurance company of tomorrow.

Our team of seasoned insurance experts and technology gurus furthermore engineered state of the art software which we are convinced can currently be regarded as THE most intelligent, accurate and fastest risk rating engine in South Africa. Such accurate calculation of risk, will naturally translate into savings for our clients too.

Strengthening our forces...

A key milestone in gearing up for throwing down the gauntlet in the local insurance war, was when we finally managed to secure the backing of Munich Re as our Reinsurer of choice, a leading global reinsurance provider.

Price is king, bottom line...

Today, King Price has every intention of disrupting the local insurance market. This will be done through a lean and mean policy and an aggressive but transparent discounted pricing strategy.... Which we believe is the polar opposite of what other insurers are doing.

Price is king. Bottom line. For this reason King Price Insurance is set to offer the same **insurance cover**, at super cheap prices. And it comes with royal service too.