



فال لوساطة التأمين
FAL INSURANCE BROKERS

FAL Insurance Brokers Co.

Turning Uncertainty

Introduction to FAL Insurance Brokers

FAL Insurance Brokers Co., established in 2013, is a leading and highly respected insurance brokerage firm in Saudi Arabia. As a proud subsidiary of FAL Holdings Arabia Co. Ltd., founded in 1977, we combine deep market insight, corporate stability, and an extensive network to deliver sophisticated risk management solutions. Our core purpose is to empower clients with robust, accessible, and tailored insurance solutions that provide peace of mind—allowing them to focus on what matters most.



FAL the Legacy of Trust

Our Heritage and Foundation

1977

01

Establishment of FAL Holdings Arabia Co. Ltd., a distinguished business conglomerate with a reputation for integrity and excellence.

2013

03

Launch of FAL Insurance Brokers Co. as part of the group's strategic expansion into specialized risk management and insurance services.

Today

05

Built on decades of market insight, stability, and strong relationships with leading local and international insurance carriers, we stand as a trusted partner for businesses and individuals seeking comprehensive protection.

Mission & Vision

Our Vision



To be the most trusted and respected insurance broker in the region.

Be recognized for exceptional client advocacy and deep industry expertise.

Act as expert advisors, not just brokers, guiding clients through evolving risks.

Foster long-term relationships built on trust, transparency, and proactive risk management.

Our Mission



Provide comprehensive, personalized insurance solutions tailored to each client's unique needs.

Deliver trusted advisory services that protect clients' assets and mitigate their risks.

Empower clients by simplifying insurance complexities and offering proactive, bespoke solutions.

Ensure clients have peace of mind to focus on their priorities, whether growing their business or safeguarding their family.

FAL Insurance Brokerage Team

01

FAL Insurance Brokerage's team consists of distinguished specialists in insurance and risk management.

02

They have extensive years of experience serving both individuals and businesses.

03

The team combines in-depth knowledge of Saudi market with global standards in delivering insurance solutions.

04

They work as one unified unit to address and meet client needs.

05

The team provides professional advice that supports sound decision-making.

06

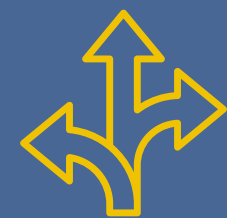
Their expertise ensures clients achieve the best possible outcomes.

Our Core Philosophy



Client-Centric Advocacy:

Our business is built on a foundation of trust and integrity. We act as your dedicated advocate, ensuring your interests are at the forefront of every decision. From policy design to claims settlement, we are committed to providing a seamless and supportive experience.



Expertise-Driven Solutions:

Our team of seasoned professionals possesses deep industry knowledge, enabling us to navigate the intricacies of a wide range of insurance products. We specialize in identifying unique risks and crafting innovative solutions that are both effective and cost-efficient.

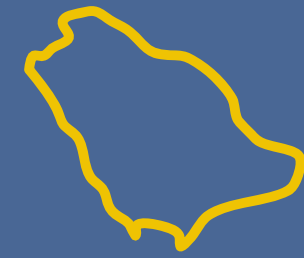


Strategic Partnerships:

We have cultivated strong, long-standing relationships with over a dozen of the most reputable local and international insurance carriers. This extensive network allows us to offer a diverse portfolio of options, ensuring the most competitive and suitable coverage for our clients.

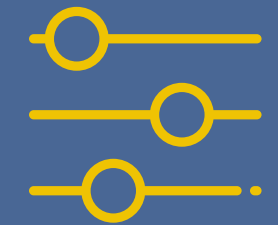
Why Choose FAL Insurance Brokers?

Deep Local Expertise



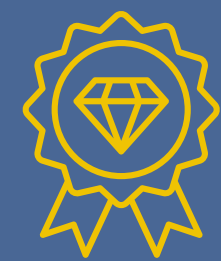
Founded in 2013 as a subsidiary of FAL Holdings Arabia Co. Ltd. (established in 1977), we bring unmatched corporate stability, market insight, and a strong network built over decades in the Saudi market.

Personalized Service



We believe in a one-on-one approach—no one-size-fits-all policies. Every solution is designed after thorough analysis of client needs, ensuring it perfectly aligns with their unique requirements and strategic goals.

Unmatched Carrier Network



Our strong, long-standing relationships with over a dozen of the most reputable local and international insurance carriers give clients access to diverse, competitive, and suitable coverage options.

Holistic Risk Approach



Beyond just policies, we offer full advisory services—risk identification, mitigation strategies, operational reviews, and end-to-end claims support—ensuring clients are protected from every angle.

OUR BUSINESS PARTNERS

FAL leverages its strong relationships with insurance companies to safeguard our clients' interests by securing the most competitive offers and highest quality services.



We proudly serve a large number of clients across various sectors



FAL Holding



**Detecon Al Saudia Co.
(DETASAD)**



**AL Haqbani Group
Trading Co.**



**Rukeen Al Tareek
Contracting Co.**



Djibouti Embassy



**International Duct
Pipe (INDIPCO)**



Kingdom Dates



**Astoon Medical Services
Co. (Gama Hospital)**



Saudi FAL



**Plaza Premium Lounge
Management**



Ahmad A. Al Harthy EST



**Areej Al Khaleej Est
Rent A Car**



**Green Tower
Emirates Trading Co.**



**Adwan Chemical Industries
LTD.**



Veolia Water Technologies



Saudi Ceramics



Nayifat



Hala Saudi Petroleum



**ALAMTHAL
FINANCING**

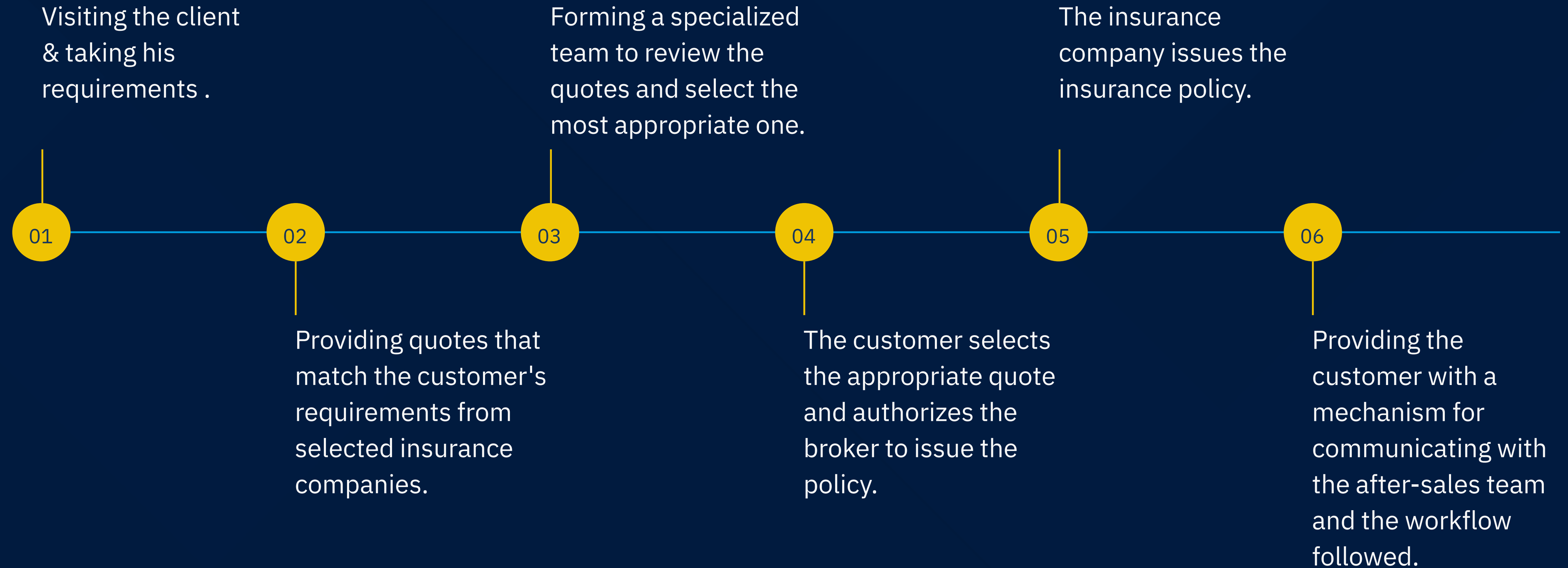


**LSC Warehousing and Logistics
Services Co.**



Saudi Aviation C

Our Work Roadmap



Leadership & Vision

FAL Insurance Brokers is guided by a team of visionary leaders who have successfully steered the company to its position as a market leader. Their commitment to innovation and traditional values ensures our continued growth and excellence.



Chairman

Dr. Fahad M. Al Athel

Over 50 years of distinguished experience in the Saudi market, successfully leading numerous ventures and playing a pivotal role in driving business growth and innovation.



CEO

Raed Bakri

Brings 22 years of extensive expertise in the insurance industry, with a strong track record in strategic management, operational excellence, and organizational development.

Our Comprehensive Suite of Services

We offer a holistic approach to risk management, encompassing three key areas:

01



Broking Services

We conduct a thorough analysis of your risks to design and implement tailor-made insurance solutions. Our approach rejects one-size-fits-all policies—each plan is crafted to align with your unique requirements and strategic goals.

02



Risk Management Services

Our expertise extends beyond policy placement. We work with surveyors and industry specialists to perform systematic operational reviews, identifying potential exposures and recommending proactive strategies to minimize vulnerabilities.

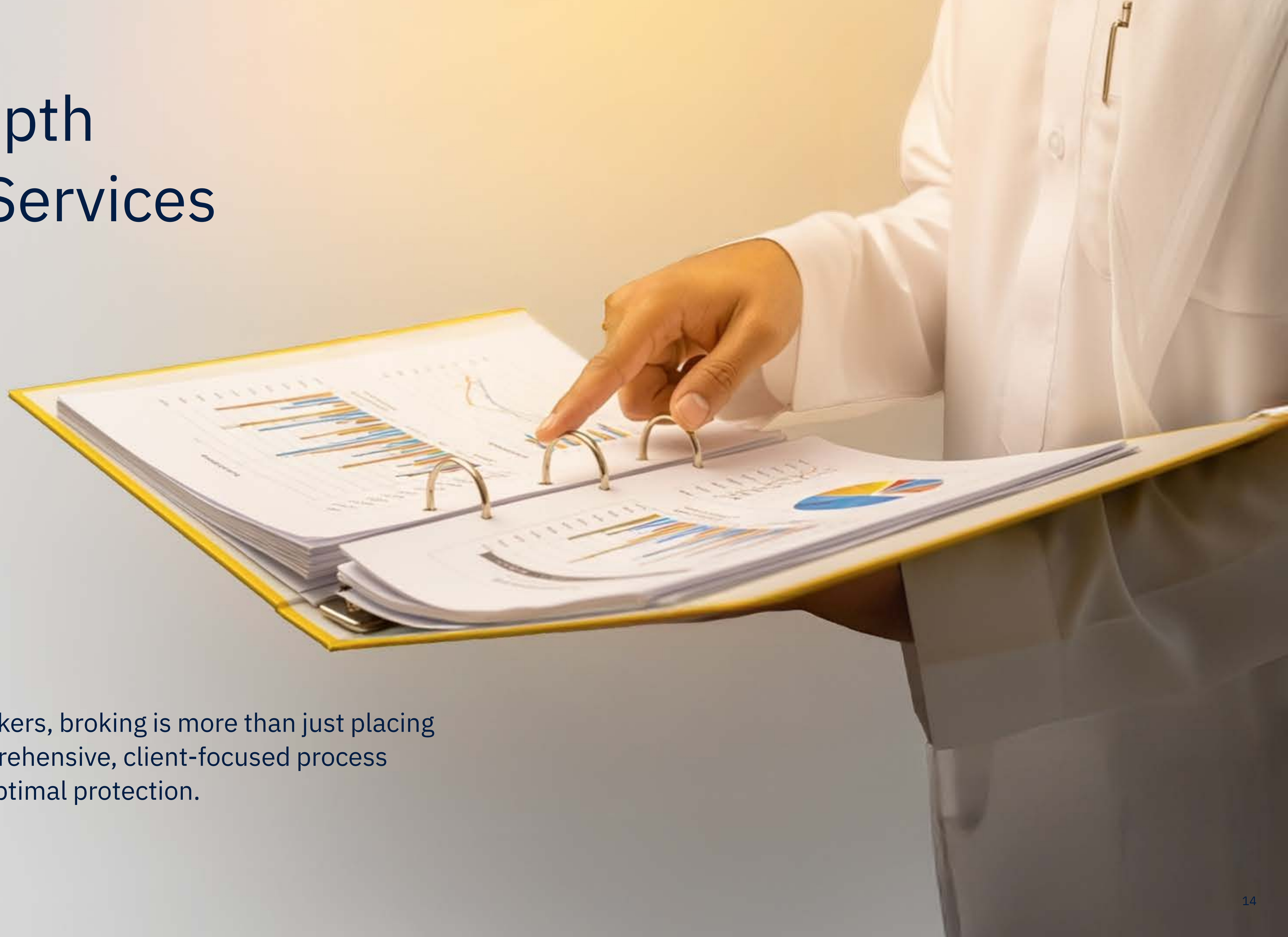
03



Claims Support

When the unexpected happens, our team provides end-to-end claims management—from initial filing to final settlement. Leveraging strong carrier relationships, we expedite processes and advocate for fair, transparent outcomes.

01 In-Depth Broking Services



At FAL Insurance Brokers, broking is more than just placing a policy — it's a comprehensive, client-focused process designed to deliver optimal protection.

1. From Risk Analysis to Policy Design

- We begin with a thorough assessment of each client's unique risk profile, taking into account industry specifics, operational practices, and potential exposures.
- Our experts then design tailor-made insurance solutions, ensuring coverage aligns precisely with strategic goals and compliance requirements.

2. Policy Placement & Negotiation

- Leveraging our strong relationships with over a dozen reputable local and international carriers, we negotiate competitive terms that balance cost efficiency with comprehensive protection.
- This ensures clients receive the most suitable coverage at the best possible price.

3. Tailor-Made Solutions

- No one-size-fits-all policies — every plan is customized to fit the client's business model, asset portfolio, and risk appetite.
- We match each client's needs with the right insurer, product, and policy structure for maximum value.

4. Benefit to Clients

- Peace of mind through a well-structured, competitively priced policy that's built around their specific requirements — backed by expert advice, market insight, and unwavering advocacy

02 In-Depth Risk Management Services

At FAL Insurance Brokers, our risk management services go far beyond placing policies — we deliver a structured, proactive approach to safeguarding our clients' operations.



1. Systematic Operational Reviews

- We conduct in-depth evaluations of business operations to identify vulnerabilities before they become costly issues.
- Reviews cover processes, facilities, compliance measures, and industry-specific exposures.

2. Collaboration with Experts

- We work closely with professional surveyors and subject-matter experts to ensure a technical and accurate assessment of risks.
- This collaboration enables us to produce precise reports that guide clients in mitigating both common and complex threats.

3. Proactive Risk-Reduction Strategies

- Based on our findings, we provide tailored recommendations that may include process improvements, safety enhancements, training, or new protective measures.
- Our goal is to reduce the likelihood of incidents and minimize the potential financial impact.

4. Real-World Example (Case Study)

- Scenario: A manufacturing client faced frequent machinery breakdowns causing costly production delays.
- Our Approach: We engaged engineering surveyors to conduct a technical risk review, which revealed insufficient preventive maintenance schedules and inadequate surge protection.
- Outcome: By implementing a structured maintenance plan and upgraded electrical safeguards, the client reduced downtime by over 40% within the first year, leading to substantial cost savings and improved operational efficiency.

03 In-Depth Claims Support

At FAL Insurance Brokers, we act as a dedicated advocate for our clients during the claims process, ensuring their rights and interests are fully protected.

01

Our Role as Client Advocate

- We represent our clients' best interests in all dealings with insurers.
- Our team works to ensure every claim is handled promptly, transparently, and with the utmost fairness.

02

End-to-End Process

- Initial Filing: We assist clients in compiling and submitting all necessary documentation to initiate the claim efficiently.
- Ongoing Support: We maintain consistent communication with insurers, providing updates and clarifying requirements to avoid delays.
- Final Settlement: We work to expedite resolutions, negotiate fair settlements, and ensure payouts reflect the policy terms and coverage agreed upon.

03

Our Goal

- Deliver a smooth, transparent, and fair claims experience from start to finish.
- Minimize the stress for clients while maximizing the efficiency and outcome of the claim

Our Diverse Insurance Offerings

Marine & Aviation
Insurance



1

Property & Engineering
Insurance



2

Liability
Insurance



3

Employee Benefits
& Personal Lines



4

Motor
Insurance



5

Specialty
Products



6

Our Strategic Roadmap





فال لوساطة التأمين
FAL INSURANCE BROKERS

Thank you..

Let's discuss how we can
protect your business

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🌐 www.falbrokers.com