

# Why Are We Here?

*“A ship in harbour is safe;  
but that is not what ships are built for”*

J A Shedd

La Playa creates a safe space for the risks that expand our vision, change our lives, and enable innovation and dreams.

We believe in risk as a creative force; we stand shoulder-to-shoulder with the bold and the brave, providing advice and protection to grasp life by the horns and live it to the full.

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Too often we see, smart, creative people buying insurance that's the wrong shape and the wrong size. We're here to help you get the protection you need – on your terms.

A boutique-sized, international specialist broker, we're a powerhouse of expertise and globally capable – yet small enough to care deeply.

- ✓ **Specialist insurance** designed for you and your world
- ✓ **Expert advice** to make informed decisions – our intellectual capital is at your disposal
- ✓ **Real understanding** – taking the time to really 'get you' and your priorities
- ✓ **Boutique-style service** – a real person who knows you and gets things done
- ✓ **In your corner** when it's crunch time



## What matters to us...

We believe taking good care of our staff bears fruit in the way they work with our clients. We value:

- **Adventure** – doing things with vision
- **Integrity** – doing things right
- **Professionalism** – doing things smart
- **Quality** – doing things properly
- **Loyalty** – doing things with mutual support
- **Respect** – doing things thoughtfully
- **Fun** – doing things with zest

## The La Playa Way

This is how our team expressed the way we work together as a community...



As members of the business community, we recognise and embrace our responsibilities to our environment and society.

**People like you like us. Passionate. Discerning. Independent.**

If you like the way we do things, let's do business...