



THE ADMIN HOUSE™

DEVELOP | SUPPORT | PERFECT

Who is TAH?

The Admin House is a short-term insurance administrator that has partnered with numerous top South African Insurers.

The founding members have in excess of 50 Years combined experience in the short-term insurance solutions space. The TAH team has a wealth of technical, practical and strategic knowledge.

Our services are available to brokers nationwide. Our product portfolio includes Personal Lines and a wide range of Commercial insurance products as well as Niche risk offset mechanisms.

At TAH, we accurately design innovative insurance solutions with the client in mind. Our unique, exposure specific options, ensures that clients always receive appropriate protection.

We are privileged that our experience and knowledge allow us to gaze into the future of risk and exposure, this allows us to plan for and timeously create the mitigation strategies required.

The Heart Beat

Our business success is founded on relationships with our select partners; Brokers with a nationwide footprint, from the large corporate in Sandton to the smaller sole proprietary operations in Kakamas. Our distinctive attention to service and motto of supplying the right product at the right price, to the right client reinforces the trust we have created over the years.

We are constantly looking at ways to add value to our partners' value proposition via appropriate distribution methodology. Providing critical backup in the form of support functions remains crucial. We understand the value of creating and maintaining trust through effective and efficient delivery.

TAH is well positioned to handle every aspect of the short-term insurance process. Excellent products at an Equitable price, coupled with World Class Service.

Tech Specs

By streamlining our processes and effectively utilising technology, we are better able to assist brokers and their clients. Through technology, TAH is often able to surpass the competition, by applying innovative ideas to historic challenges. We utilise custom policy-management systems, which is accessed via the Net. This allows TAH to assist and deliver products and services to brokers in the most isolated regions of the country.

Modern business and client needs, demand companies to be: Always On and Always Connected. Passion coupled with expertise.

We believe perpetual momentum and keen focus keeps us aligned to the critical success factors. The TAH brand is representative of our energetic, passionate and driven people who are committed specialists. We understand our privilege to make every interaction memorable.

We recognise that great service is inevitable when you combine the right attitude and skill set with attention to detail and remarkable turnaround times.

The Menu

Support, partner and unite with brokers.

We supply full life cycle policy administration services, including:



Pre-sales negotiations



Policy administration



Claims management and



Ongoing risk management assistance

Our vision and values

To be a principal supplier of financial products to professional brokers and advisors and to become an acclaimed brand of choice in Southern Africa, with a reputation for Innovation, Reliability, Transparency, Technical ability and Absolute Fairness

Our values are entrenched in our people; by a culture of where you start impacts where you finish. Our corporate DNA consists of a mixture of positive people who are dependable, accommodating and driven. These values are integral to our business and dictate our actions.

Executive Team

Eugene Joubert

Eugene has acquired 24 years extensive short-term Commercial, Personal and corresponding industry experience. This includes claims management, sales and marketing management, key account management, procurement & service provider management.

Eugene is a people's person who likes analysing procedures. He has worked very closely with procurement on senior levels in the industry. He has also assisted in creating a claims administering call centre for a formidable short-term Insurance player.

He ensures that procedures and service level agreements are met. He always displays a high level of professionalism and is an integral to our business success.

Celeste Joubert

Celeste has 18 Years strategic and operational short-term Commercial, Personal, Niche and VAPS product experience. She has extensive experience in Management, Underwriting, Claims, Sales and support roles.

Celeste has worked for some of the largest underwriting management and assistance business providers in South Africa handling large corporate accounts whilst developing new income streams.

Celeste is a highly organised individual and effective at maintaining strong relationships within the industry.

Celeste De Beer

Celeste has 17 Years short-term Commercial, Personal and Niche product experience. Her experience spans Broker Consulting, Marketing, Underwriting, and support functions.

She has extensive knowledge of the broker and advisor space. Celeste has managed her own brokerage for over 3 years.

Celeste is a highly skilled individual, has effective and strong relationships within the short-term insurance industry.

In summary

TAH was founded to support, partner and connect with brokers.

Our value propositions are designed to enhance and strengthen the trust that brokers work tirelessly to create with their clients.

Our industry has seen standards, requirements and pressure increase exponentially; at TAH we never settle.....We continue to challenge the conventional through exceptional Innovation.