



WELCOME TO LV=

LV= offers a new, fresh and better insurer relationship for brokers. A partnership based on equality that consigns old thinking to the past. Welcome to the future of insurer relationships. You'll love LV= Broker!

Our broker brands

Offering your customers value, choice and stability is important in today's ever changing market place. That's why we've retained and invested in our brands. Whilst we manage ourselves as one business, LV= Broker, we trade under three brands - LV=, Highway and ABC Insurance.

The LV= difference

We believe that LV= is different to most insurers you will deal with. As a UK mutual, customer service and partnership has always been at the heart of what we do. We are a vibrant, modern and ambitious business. Unlike insurers that find themselves dealing with brokers as a matter of legacy, LV= has actively chosen to invest and compete in this channel.

Our heritage & financial strength

Established in 1843, Liverpool Victoria Friendly Society (LV=) is the UK's largest friendly society and a leading provider of financial services products.

- ♥ Over 3,500 employees
- ♥ £917.3m gross premiums
- ♥ £62.8m operating profit
- ♥ £1.1bn capital resources

Being part of a mutual, we do not pay dividends to shareholders. This means that we can invest more in making our products competitive and deliver outstanding customer service. LV= regularly tops service polls and we are delighted to be able to bring these benefits to the broker market.

Working with our broker partners

Brokers are at the heart of our business. Our ambition is to be recognised as the best insurer for brokers, the insurer you most trust and the relationship you most value.

We have an experienced and ambitious management team and together with the backing of LV=, we expect to become a major player in our chosen markets and remain a stable partner for brokers.

With an extensive range of commercial and personal lines products we are keen to work with you to deliver tailored propositions which meet the requirements of you and your customers in terms of products, pricing, service, reward and technology.



LV= and Liverpool Victoria are trade marks of Liverpool Victoria Friendly Society Limited and LV= and LV= and Liverpool Victoria are trading styles of the Liverpool Victoria group of companies. ABC Insurance is a registered trade mark and is a trading style of the Liverpool Victoria group of companies. Liverpool Victoria Insurance Company Limited (LVIC), registered in England and Wales number 3232514, is authorised and regulated by the Financial Services Authority, register number 202965. Highway is a trading style of the Liverpool Victoria group of companies. Highway Insurance Company Limited, registered in England and Wales number 3730662, is authorised and regulated by the Financial Services Authority, register number 202972. Registered address for both companies: County Gates, Bournemouth BH1 2NF. Tel: 01202 292333. 20908778 05/09

COMMERCIAL LINES

LV= is the brand we use for our extensive range of commercial lines products, drawing on the strength and heritage of the LV= group. We're focused on building strong local relationships with like minded brokers to deliver first class products and service to you and your customers. With nine commercial branches across the UK we've built a proposition designed for today's independent broker that puts us in a strong position to secure business.



Business Insurance

- ♥ Business Insurance

Package Insurance

- ♥ Hotel & Guesthouse Insurance
- ♥ Office & Surgery Insurance
- ♥ Property Owners Insurance
- ♥ Pub Insurance
- ♥ Restaurant Insurance
- ♥ Shop Insurance
- ♥ Trades & Professions Insurance - available exclusively online!

Commercial Motor Insurance

- ♥ Hire & Reward Insurance
- ♥ Fleet Insurance
- ♥ Motor Trade Insurance
- ♥ Truck Insurance

At LV= we will achieve our ambitions by helping you to achieve your own. To discover more about what LV= Broker can do for you visit www.LVbroker.co.uk.

LV= BROKER

LV= Insurance ♥ Highway Insurance ♥ ABC Insurance

PERSONAL LINES

With two trusted and well established personal lines brands, Highway and ABC Insurance, we offer a range of motor insurance products. What's more with plans to extend our personal lines product range further we're keen to develop products for whatever the market demands – some for the mainstream market and others for more bespoke niche areas.



- ♥ Car Insurance
- ♥ Motorcycle Insurance
- ♥ Van Insurance
- ♥ Specialist Vehicle Insurance



- ♥ Car Insurance

5 reasons to choose LV= Broker

- ♥ Stability
- ♥ Modern & flexible
- ♥ Accessible & friendly
- ♥ High quality products
- ♥ Good at what we do

LVbroker.co.uk