

Press Release June 2015

## LV= joins UnderwriteMe

LV= have become the latest insurer to confirm that they will be joining the UnderwriteMe comparison service.

The UnderwriteMe comparison service removes unnecessary steps and complexities so intermediaries can obtain underwritten “buy now” or estimated prices and benefits using just one application process.

Commenting on the partnership **Martin Werth**, CEO of UnderwriteMe, said:

*“We are thrilled that LV= will be joining our comparison service. Our protection technology delivers a step change to simplify the sales process and with LV= we have truly reached a tipping point. LV= is renowned for their commitment to intermediaries, with an award winning protection proposition and we know that intermediaries will value seeing their “buy now” terms on our comparison service.”*

**Myles Rix**, Managing Director for Protection at LV=, commented:

*“At LV= we are committed to helping advisers protect more people and being easy to do business with. We are delighted to be supporting the UnderwriteMe comparison service which is an innovative solution that improves the buying experience for both advisers and customers, providing a quick process for advisers to ensure they are obtaining the best value cover for each individual.”*

The comparison service pilot starts next month with 4 fully integrated insurers and a select number of protection distributors, and will be on general release to directly authorised intermediaries later this year. The UK’s largest Protection advisers, LifeSearch, have committed to being the first advice firm to embed UnderwriteMe.

**Emma Thomson**, Life Office Relations Director for LifeSearch, said:

*“Being able to offer clients a real price comparison with “buy now” terms, or proper price estimates and next steps significantly improves the efficiency and effectiveness of our service; allowing our advisers to focus on the genuine cost and quality of the policies available, while removing the need to call insurers and rekey information at the point of applying.*

*LifeSearch is encouraging all insurers to join UnderwriteMe’s comparison service, on the basis that it offers greatly improved outcomes for intermediaries and customers. It is fantastic to see LV= again being at the forefront of positive change in the industry.”*

Further detail about the launch of UnderwriteMe and its partners will be confirmed at a central London briefing on 13<sup>th</sup> July.

-Ends-

Notes

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**About UnderwriteMe**

UnderwriteMe is a protection technology business with a vision to make buying and selling protection easy, fast, fair and more profitable.

We have developed genuinely market changing underwriting technology to enable advisers and customers to engage with insurers using a single, consistent process. Insurers retain their own underwriting capability and IP, whilst advisers and customers gain a simple way to buy protection.

This transforms quick quote comparisons into fully underwritten comparisons and a click & buy. The technology satisfies all expectations.

The end result is an enhanced user journey which maximises conversion by offering the end customers a truly transparent experience and evidences advisers are meeting their regulatory expectations.

**About LV=**

LV= employs 6000 people and serves over 5.7 million customers with a range of financial products. We are the UK's largest friendly society and a leading financial mutual.

When we started in 1843 our goal was to give financial security to more than just a privileged few and for many decades we were most commonly associated with providing a method of saving to people of modest means. Today we follow a similar purpose, helping people to protect and provide for the things they love, although on a much larger scale and through a wide range of financial services including insurance, investment and retirement products.

We offer our services direct to consumers, as well as through IFAs and brokers, and through strategic partnerships with organisations such as ASDA, Nationwide Building Society and UNISON.

Authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority. LVFS is a member of the ABI, the AFM and ILAG. Registered address: County Gates, Bournemouth BH1 2NF.