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

At LV= we're all about helping people protect and provide for the things they love. This is something we care passionately about and we hope it shows in the way we work with you.

We do this in a way that combines the trusted behaviours of a mutual with the competitiveness you'd expect from a successful Plc. We call this being 'sharp with a heart' best in class performance with a human touch.

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.

From Liverpool Victoria to LV=

We may have been looking after people and their needs for a long time, but we know it's important to move with the times.

Our new name recognises our heritage - the L and V representing Liverpool Victoria - while presenting us in a more modern and vibrant light. It's shorter and more memorable, and the equals sign (=) shows that we are a society of 'equals' – we're owned by our members and have a one member, one vote' approach.

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.

We are keen to work with you to deliver products which meet the requirements of you and your customers in terms of pricing, service, reward and technology.

5 reasons to choose LV=

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

We've enhanced our ABC Home product; with loads of new enhancements to our buildings and contents cover we're ensuring that when it comes to home insurance, there's no place like ABC Home.

Our full cycle EDI product uses an innovative structure combining sum insured and bedroom rating factors to get the product just right for your customers.

Opening the door to ABC Home will offer your customers; buildings, contents or combined cover as well as £1m sum insured and up to £150,000 contents cover. Home entertainment cover is included as standard and our claims service requires no claims forms and offers a 'to the door' replacement goods service to make life easier.

Because we like to give you options, ABC Home includes many extras to help you meet your customer's needs.

Give ABC Home a try today and put it at the heart of your business.

ABC Home offers your customers:

- just buildings (£1m sum insured)
- just contents (up to £150,000 sum insured)
- buildings and contents combined
- cover for home entertainment included as standard
- an easy claims service with no forms
- a 'to the door' replacement goods service