



## **BARBON ENTERS PERSONAL LINES MARKET**

### **New brand Avenue Insurance Services set to target household business through price comparison sites**

In a key strategic move designed to facilitate further ambitious growth, Barbon Insurance Group Limited has announced plans to enter the personal lines market. The company has launched Avenue Insurance Services, a new brand specially designed to target Household business through price comparison sites.

Avenue will be operated by the Group's Glasgow based operation. As a specialist division with extensive experience of both the mainstream and niche home insurance markets, it is ideally positioned to support this first move into personal lines.

Martin Oliver, Barbon's CEO explains: "I am extremely excited at the prospect of taking Barbon into the personal lines arena and looking forward to being back in the ultra competitive aggregator space again! The creation of Avenue further underlines the Board's commitment to aggressive expansion both by acquisition and organic growth. This latest venture is a natural progression for the Group and as one of the UK's leading property experts, it makes sense to focus on household insurance including niche risks such as holiday homes and listed buildings, etc.

He continues: "Our research shows that price comparison sites are still short of products in some of these areas. We are currently talking to specialist underwriters and offering unique business terms that ensure transparency and alignment. We also have every confidence that the Glasgow team has the relevant skills to bring this project alive and make it succeed."

Avenue's website will allow customers to fully transact online whether getting a quote, buying a policy, requesting duplicate documents, making an adjustment, or cancelling or renewing their policy. The online processes will be intuitive, easy to use and foolproof.

It will employ live web chat which is a far more efficient way of dealing with questions and website problems than by phone.

All documentation will be sent electronically either by email or SMS saving on postage and fulfillment costs. This model will give the company an immediate advantage over most of its competitors.

As well as Glasgow, Barbon has strategic business units located in London, Croydon, Bordon, Lincoln, Chelmsford and Bournemouth.

The company's market leading brands include Keelan Westall, Cadogan Keelan Westall, Deacon, Cadogan Hanover Park (SaifInsure, TruckInsure, Plastech, Performance Media and CareAssured), HomeLet, Letsure, BIBALet and Farr.