



## Plum hires underwriting duo to support growing demand

**London, 18 April 2011: Non-standard household insurance specialist Plum Underwriting has hired two additional underwriters to help cater for increased demand following unprecedented growth in the business.**

Plum, which in February announced sales had increased 54% year on year, anticipates at least the same level of growth in the next 12 months.

Loren Mason joins Plum with immediate effect, bringing 10 years experience to the role. Loren's main areas of responsibility will be to underwrite new business and to maintain service excellence. Loren has previously written non-standard household insurance via the broker market at Prestige Underwriting and wholesaler ABACUS before that.

Stuart Bromley joins Plum with household underwriting experience from NIG. Specific areas of focus for Stuart include underwriting new and existing business, with an emphasis on improving back office and existing business functions. Both appointees will report to Operations Manager Mahben Quddus.

Plum director David Whitaker said: "The growth of Plum directly reflects the need by brokers for non-standard household solutions and the underwriting skill and appetite to cater for these non-standard risks. We are extremely pleased to announce these two new appointments, both of whom have proven track records, to help meet that demand. Plum has a commitment to working with brokers to help address the non-standard needs of their clients. The appointments announced today will ensure we can serve this growing need while maintaining the highest underwriting and service standards."