



# A fruitful year.

## Meeting a growing demand

**Hot on the heels of our top 10 placing in the Insurance Times Broker Survey, Plum has chalked up a record year which has seen us grow sales by 54% and more than double the number of brokers we are working with to deliver non-standard household insurance solutions for their clients.**

## Committed to individual service

This growth in demand for our specialist products **Flex, Elite** and **HomeWorks**, underlines the need we know you have for access to effective, non-standard household solutions and, as mainstream insurers continue to focus on less complex, standard risks, there is an ever increasing market waiting to be served.

Here at Plum we're committed to working with you, to help you meet the needs of your clients, and to backing that commitment up with traditional service and values, including individual underwriting of risks, and access to skilled underwriters with the authority to provide you with the answers you need when you call.

To ensure we achieve this, we're currently recruiting to strengthen, still further, our underwriting team and, over the remainder of 2011, we're planning a number of new product launches and developments. Watch out for further e-bulletins as each takes place.

## Your home for non-standard

A big thank you to all those of you who have helped to make the past twelve months such a success, we look forward to working with you in the year to come.

However, if you haven't used your agency for a while, try us and find out how we can help provide you with the effective solutions you need for your non-standard household clients.

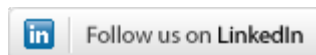
For the latest information on our products and services, simply follow the links below

## Speak to us

For further information or to discuss how we can help you to grow your business in this key area of opportunity, please contact Steven Bishop on **01787 464408** or email: [steven.bishop@plum-underwriting.com](mailto:steven.bishop@plum-underwriting.com). We look forward to hearing from you soon.

## Plum Underwriting. Far from standard.

Top 10 Personal Lines Insurer  
Insurancetimes Broker Service Survey 2010/11



### Flex

Non standard home insurance...

Available for both binder and open market brokers, **Plum Flex** is a policy designed for non-standard home insurance risks.



More...

### Elite

Mid net worth home insurance...

Available for both binder and open market brokers, **Plum Elite** is a policy designed for mid net worth home insurance risks.



More...

### HomeWorks

Homeowner works cover...

**Homeworks** is a dedicated insurance policy for homeowner's carrying out projects to renovate, refurbish or extend their home.



More...