



Welcome to Aviva Private Clients

Aviva Private Clients, we believe is good for the broker channel, so we've listened and we've heard loud and clear that you would like to see our brand fly even more strongly into this market. We believe the Aviva private clients division's strengthening what we're doing for the high net worth market gives you and your client and us a chance to create more choice in the market. We very much cherish our brand, and we believe it creates a confidence for your client, and hopefully, does for you as our broker partners in terms of the relationship you have with this and the experience you have. It also creates a catalyst for us within Aviva to invest more strongly our time, our effort, our money, and our expertise into making sure we create a natural choice for you and your clients

Your client's home is more than just a building containing content, and it's therefore essential that we tailor our products, and we tailor our services to suit your clients and their individual needs. From the latest gadgets to inherited items, handed down from the generations, Aviva private clients, we'll have your customers covered.

It's very much about individual underwritings, about working with the broker to understand the lifestyle of the customer and underwriting that risk accordingly.

We understand cars, we're passionate about cars, I'm passionate about cars. We train all our staff. We invest a lot of time in their knowledge, their passion, and that helps us underwrite risk.

When the trust is there and you develop the relationship, it's more of a friendship, really.

At the height of our Aviva claim service is our customer and their needs. We have the freedom to be able to listen to them and actually tailor our service to what they want.

It's really important to us that we are there and supportive of you as our broker partners, but also that the service experience is exceptional for your clients.