

Number 1
for brokers



Aviva Premier

Giving you a competitive edge to win more mid market business

Exclusive for
you

AVIVA
premier

Aviva Premier

Our Vision

Being your number 1 for Aviva Premier means:

- Delivering a market leading proposition for you and your clients
- You want to place mid market business with Aviva
- You can get real value from the additional trading tools that we can offer



What's our definition mid market?

Commercial business between a premium of £10,000-£100,000 or up to £250,000 for Fleet

Aviva Premier

Our standard mid market offering is great in itself, but we've upped our game and have created Aviva Premier. For the right case, our underwriters have more trading tools to offer than ever before. You'll have an aligned underwriter at either one of our regional or national trading centres who'll manage your case end to end and work up the best solution for your client.

Aviva Premier Toolkit

The new tools our underwriters can utilise are;

- Claims client relationship manager
- Client focussed claims reporting
- Pre quote risk management surveys
- Bespoke risk management client reporting
- Mid year risk management visits
- Long term policy arrangements
- Flexible approach to policy conditions
- Dun & Bradstreet lead generation
- Profit shares
- Net rated policies
- Exclusive quoting

For the right client

For the right client we want to offer a little bit more when it comes to commercial mid market business, the Aviva Premier proposition. More for you to offer your clients*, more to help you win the business.

*subject to the risk

Just over 20,000 companies deliver over a third of economic contribution in the UK

Leading from the Middle
ESSEC Business School, 2012



"There's a group of growth champions – the UK's mid market businesses who are continuing to create jobs and wealth despite the harsh macro conditions"

Financial Times, July 2012

"2013 is going to be an exciting year - we're launching our new mid market proposition, Aviva Premier, giving you all the trading options you've told us you need. We're primed and ready to write this business to give you the competitive edge to win more mid market business."

Phil Bayles, Broker Distribution & Performance Director



COMING SOON

MORE INFORMATION
– KEEP A LOOK OUT

PROFESSIONAL
SERVICES SPOTLIGHT

BUSINESS SERVICES
SPOTLIGHT

MACHINERY &
EQUIPMENT
SPOTLIGHT