



FOR IMMEDIATE RELEASE



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**Crawford & Company UK Selected by LV= as Their Surveying Services Partner**

**London** – Crawford & Company has been selected by LV= (Liverpool Victoria) to provide a specialist surveying service on all commercial claims that require a surveyor. Crawford Surveying Services will work with all claims adjusting companies currently used by LV=.

Greg Gladwell, chief executive, UK & Ireland said, "I am delighted that we were selected due to our ability to deliver what matters to the client, an all-round expert surveying service combined with competitive and flexible pricing. Our commitment to LV= is to work closely with claims adjusters across their panel to provide their customers with a high quality service that reduces both cost and duration of a claim."

Rebecca Rogers, Technical & Relationship manager, LV=, added that, "At LV=, we take customer service seriously and strive to provide an ever improving service for our customers. Crawford's ability to provide an in-house surveying service puts the customer at the heart of their response which mirrors our own bespoke claims service and Best Loved values."

Alex Finch, director of Specialist Property Services at Crawford noted that, "LV= has shown an innovative approach to secure the surveying service they need on the more complex commercial claims. Our initial meetings with all claims adjusters on their panel have been very productive in building a streamline process to achieve the objectives set by our client."

LV= employs 5,800 people and serves more than 5.5 million customers with a range of financial products. It is the UK's largest friendly society and a leading financial mutual. It offers its services direct to consumers, as well as through IFAs and brokers, and through strategic partnerships with

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organisations such as ASDA, Nationwide Building Society and a range of trade unions. LV= is authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority.

### About Crawford

Based in Atlanta, Ga., Crawford & Company ([www.crawfordandcompany.com](http://www.crawfordandcompany.com)) is the world's largest independent provider of claims management solutions to the risk management and insurance industry as well as self-insured entities, with an expansive global network serving clients in more than 70 countries. The Crawford Solution<sup>SM</sup> offers comprehensive, integrated claims services, business process outsourcing and consulting services for major product lines including property and casualty claims management, workers compensation claims and medical management, and legal settlement administration. The Company's shares are traded on the NYSE under the symbols CRDA and CRDB.



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