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## WE'VE LAUNCHED

### HAMILTON FRASER ANNOUNCES THE LAUNCH OF THEIR NEW E-COMMERCE WEBSITE

**Specialist insurance providers, Hamilton Fraser has announced the launch of their new e-commerce website.**

The Hamilton Fraser website has been developed to include an easy to use quotation facility to meet the demands of the industry's growing online audience. A quick quote facility enables landlords to get an indication of their buy-to-let insurance premium within minutes. They can then continue to complete a full quote and buy their policy online with minimal fuss.

To celebrate the launch, Hamilton Fraser is offering a 10% discount to all new customers who buy a landlord policy online before the 30<sup>th</sup> June 2010.

Mike Glanvill, Business Delivery Director of Hamilton Fraser Insurance said:

*"Our e-commerce website represents another step in our continuing commitment to improving customer service. Our improved website will now enable our customers to get a quote and buy online at a time that suits them. Currently we have limited the number of properties a landlord can insure on-line under a single policy to 5, as we feel that landlords with larger portfolios will not want to spend their time inputting all of their properties. Also, there really is no substitute for discussing larger landlord's requirements over the phone as there is often greater flexibility of cover and premiums with larger policies".*

Working with a panel of customers, Hamilton Fraser is conducting a series of research programmes to help mould the look, feel and range of products available to buy on their website. First on the agenda, and planned for launch by mid-summer, is to allow their

**Experts in Specialist Insurance Solutions**

# News Release



landlord customers the ability to both renew and amend their existing policies on-line, reinforcing their belief that clients should be able to deal with their insurance when and how they want to.

To view the new website go to [www.hamiltonfraser.co.uk](http://www.hamiltonfraser.co.uk) or for more information call **0800 63 43 880**

**--ENDS--**

Issued by Hamilton Fraser Insurance

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## Notes to Editors

1. Hamilton Fraser Insurance is a trading name of HFIS plc. HFIS plc are authorised and regulated by the Financial Services Authority.
2. For general information about Hamilton Fraser Insurance visit our web site at [www.hamiltonfraser.co.uk](http://www.hamiltonfraser.co.uk) or telephone on 0845 310 6300