



Criterion

A Charles Taylor company



NEWSLETTER - JANUARY 2025

Welcome

Happy New Year and welcome to our first Newsletter of 2025!

Building on last year's achievements, all of us at Criterion are starting 2025 with a sense of excitement.

In 2024, we grew our talent pool, attracting fresh new members to our Criterion family, demonstrating our resilience and commitment to growth as well as our company's reputation, culture and ethos.

And we are not stopping there! Looking forward into 2025, this commitment to growth and service excellence to the discerning High Net Worth clientele remains constant. It translates into 4 areas of strategic focus:

- **The 'Criterion' touch:** ensuring we always maintain our core expertise: our proficiency in serving High Net Worth individuals across all claims sectors with a bespoke, personal touch.
- **Customer satisfaction:** We will continue to build on our exceptional service which already saw a 24% increase in positive feedback. With the appointment of Sean Fitzgerald, our Technical and Quality Manager, we will be driving customer satisfaction to even greater heights

- **International reach:** We will be handling more Home Foreign claims working alongside our global team of experts ensuring we maintain the 'Criterion' touch.
- **Sharing of ideas:** We will put an increased emphasis on sharing our insights on the latest risks impacting the market. We also look forward to sharing more personal perspectives through social events like our Eye of the Collector private tour.

Criterion now stands out as one of the very few companies offering a truly dedicated High Net Worth adjusting service across not only the UK, but worldwide.

I would therefore like to thank you for the trust and support you have shown us. Our dedication to providing you with exceptional service and innovative solutions remains as strong as ever, and we look forward to continuing this journey with you.

Here's to a successful and prosperous future together!

Helena Evans

Helena Evans | Managing Director

Home Foreign

In line with our growth strategy, we have been diversifying our Home Foreign services to offer our expertise for global Goods in Transit claims. This means that any claims related to the loss or damage of High Net Worth possessions being moved across the world, will be well supported.

Based on each claim's specific circumstances, the initial visit will either be undertaken by one of our UK team or by a local expert from one of Charles Taylor's international offices who have an intimate knowledge of local markets. Throughout the process, Criterion will however maintain direct communication with customers and insurers, ensuring the hallmark Criterion personal touch is upheld regardless of location.

This comprehensive and bespoke approach has already received exceptional feedback, and the example below will give you a clear view as to how our knowledge and expertise set us apart in the High Net Worth world.

We received a claim for the replacement of several high value contents items for a second home situated alongside the beautiful Lake Como in Italy. Due to the high-profile nature of the client Criterion was instructed. We offered to attend over the weekend to accommodate the customer however the meeting was requested the following week to fit into their work schedule. Flights and transfers were immediately booked to accommodate this. Once we were on site, we were able to quickly ascertain that many of the items would be capable of repair and assisted the customer liaising with their local suppliers. This not only mitigated claims costs for Insurers, but the customer was appreciative of the approach reducing the upheaval of having to replace items and grateful to be able to retain sentimental items.



Supporting aggravated burglary claims

Did you know that the Metropolitan Police recorded no less than 118 aggravated burglary claims in London between 2022 and 2023. Not only is this statistic shockingly high but we have noticed a further increase in the last few months in the UK and other parts of the world.

Experiencing a burglary is traumatic enough, but with aggravated burglary the victim is at home and likely to be both threatened and injured.

As defined by the section 10 of the Theft Act 1968, "a person is guilty of aggravated burglary if he commits any burglary and at the time has with him any firearm or imitation firearm, any weapon of offence, or any explosive"

Unfortunately, due to the nature of the possessions likely to be within a High Net Worth property these types of burglary are more common. They often involve high value pieces of jewellery stored in a safe that is broken into, designer clothing and bags, and often damage throughout to carpets and high-end furniture.

This is where the human skills of an experienced adjuster are essential. Indeed, whilst critical information needs to be gathered, recalling the event that occurred, or just simply being in property, can bring back distressing memories of the incident to the insured or their family.

The benefits and differences of a High Net Worth policy, compared to a standard Household policy can however quickly allow the insured to realise that adjusters and insurers are there to help.

For example, some policies provide cover for additional costs such as security upgrades, professional counselling, advertising a monetary reward for information that assists the police, payment for injuries resulting in a fatality or permanent disability. Whilst this doesn't take away the traumatism, this at least provides an additional level of support and assistance alongside the simple repair or replacement of the loss or damage. These "perks" can have a significant material and emotional value for High Net Worth individuals.



Career progression

Congratulations to Damon Reeve who presented at the Chartered Institute of Loss Adjusters (CILA) Emerging Talent conference.

“Many thanks for sorting everything out, Damon, it’s been a long job! We’re very grateful for all of your hard work in helping us.”

Damon, one of Criterion’s rising stars, spoke at the event as the UK CILA representative for Young FUEDI - the European Federation of loss adjusting Experts, an organisation comprising fifteen national loss adjusting associations, each representing loss adjusting experts in their own countries. His speech talked about the work young FUEDI are doing to promote the career of Loss Adjusting and attract new talent.

Damon is a credit to Criterion and a true role model for new talent in adjusting. His speech at CILA was delivered with passion, enthusiasm and drive, which will help attract new talent into our industry.

“I feel I have to write in order to thank you and all your associates for the way in which you advised and attended to our situation. A big thank you to you Stuart for advising us and guiding us through a very worrying time.”

“From my experience, there is absolutely no room for improvement. My situation was desperate and becoming increasingly helpless by the day until the involvement of Stuart Dean and Criterion. Stuart immediately got the ball rolling, arranging first class movers to take my contents into storage and five star builders to restore my home. I was kept informed of the progress and plans and received welcome support throughout. A fair settlement was achieved and am I am truly grateful to Criterion.”

AWARDS 2024™



Criterion MD scoops industry award

Congratulations to our Managing Director Helena Evans who won the prestigious Claims Professional of the Year category at the Women in Insurance Awards last October.

Helena continues to push our industry forward as the very first female MD of Criterion Adjusters, and past president of The Chartered Institute of Loss Adjusters.

Helena brings the human touch to claims, and ensures clients get an exceptional service.

Judges of the Women in Insurance Awards commended Helena for “opening up the world of adjusting to women and making a real difference”. Furthermore, the judges commented on Helena’s passion for “bringing the human touch to claims,” and for “ensuring clients get an exceptional service”.



New face at Criterion

We are delighted to welcome back Mark Pierce to Criterion.

Mark began his loss adjusting career in 1985 and quickly progressed to become a Senior Adjuster and then Branch Manager. Mark then held various senior roles and was often drafted in to troubleshoot problem claims, major losses and driving business development and client management. In 2011, he became Head of Major Loss at a competitor before being promoted to Head of Adjusting and Technical Services responsible for circa 100 Inspectors, Loss Adjusters and Surveyors.

Mark has an exceptional track record handling large and complex losses, and has vast experience dealing with claims for High Net Worth customers. He first joined Criterion in April 2019 as Operations Director before leaving for a sabbatical in August 2022. He now returns on a part-time basis as a Senior Adjuster underpinning our technical expertise. He brings with him a wealth of experience and it is a pleasure to have him back on board!

Seeing valued former team members joining us again is a warm testament to that distinct human touch which makes Criterion so special.

“Thank you to you and the team for your support, guidance, and timely response to our claim. We really appreciate your excellent and professional service.”