



Legal & General Surveying Services announces updates to its digital home survey

Legal & General Surveying Services, a subsidiary of Legal & General providing property surveying services, has today announced that its digital survey report, formerly known as SmartSurvey, will be rebranded as Digital Home Survey and will also be updated with a fresh colour scheme that matches the Legal & General brand. The rebrand coincides with further enhancements to the online survey buying process. In particular, Legal & General has made it easier for customers to request online quotes and will offer additional information about the RICS surveyor who conducts the inspection.

These changes come in response to consumer feedback, and the growing demand for a product that offers enhanced visuals to communicate a survey's results in a straightforward way that is easily digestible by all consumers.

To highlight the significant interest the firm has seen in the Digital Home Survey, it received more than 886 requests for a quote in February alone – more than 30 requests per day – and saw traffic to the website more than double in Q4 2021.

The Digital Home Survey was initially introduced by Legal & General in 2019, providing customers with a jargon free and fully visual home buyer report. The process is straightforward: a RCIS-qualified surveyor checks the property from top to bottom before sending the customer a detailed report, usually in 48 hours from the inspection. Moreover, the report will also include images of any issues the surveyor finds, resulting in an accessible customer experience. The customer can read the report on their laptop or even their phone.

Kevin Webb, MD, Legal & General Surveying Services, said:

"At Legal & General we're committed to helping customers throughout the home buying journey, whatever their plans may be. Today's surveying landscape is increasingly diverse, and consumers want options that are tailored to their needs. I am delighted to see that our product proposition is evolving as a response to the everchanging consumer demands, allowing us to stay ahead of the curve."

-ENDS-

Notes to editors

About Legal & General

Established in 1836, Legal & General is one of the UK's leading financial services groups and a major global investor, with over £1.4 trillion in total assets under management* of which a third is international. L&G also provides powerful asset origination capabilities. Together, these underpin our leading retirement and protection solutions: we are a leading international player in pension risk transfer, in UK and US life insurance, and in UK workplace pensions and retirement income. Through inclusive capitalism, we aim to build a better society by investing in long-term assets that benefit everyone.

* at 9 March 2022

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Further information [journalists only]

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