

Mark Crutcher Joins Mutual Assurance Society of Virginia

INDUSTRY LEADER JOINS RICHMOND COMPANY TO ENHANCE TECHNOLOGICAL AND PRODUCT OPPORTUNITIES FOR MEMBERS.



Richmond, Virginia ... Mark Crutcher, CPCU, is joining the Society in a newly created position as Vice President, Innovation and Marketing. Mark completed his undergraduate degree at Virginia Tech and his MBA at the University of Richmond. He joins Mutual Assurance after two years at Safe Auto, where he worked as a Senior Product Manager, and eight years as Vice President of Marketing, Underwriting and Product Development for Lititz Mutual.

The creation of the Innovation and Marketing position is in response to today's ever-changing insurance marketplace. Today's insurance buyer is looking for three things: a company that provides its products and services in a way that fits a busy lifestyle, a company whose products are priced competitively, and a company that aligns with their values.

“Insurers need to provide modern insurance products that can be delivered digitally throughout the insurance policy’s lifecycle — from initial inquiry to claim settlement,” according to Jeff Wrobel, CEO. “Embracing technological change allows an insurer to be competitive and profitable.”

“Mutual Assurance’s goal is to embrace new technologies and customer’s demands while not upending its unique business model. I’m here to ensure that we continue to deliver our unique value proposition in a changing marketplace,” said Crutcher.

According to Wrobel, Crutcher will be focused on three main areas: developing new, competitive, and profitable products and pricing, including an HO5 Comprehensive Homeowners policy; developing and leading a comprehensive marketing strategy; and introducing new technologies that cultivate The Society’s unique business model.

“I’ve always subscribed to the notion that an insurance company needs to evolve to meet its policyholder’s changing expectations. The creation and integration of this new role is just the next step in that evolution.

Mutual Assurance Society is primed for continued financial stability and health with the creation of this position for its next 225 years,” concluded Wrobel.

To learn more about Mutual Assurance Society of Virginia, visit [mutual-assurance.com](https://www.mutual-assurance.com) or call 1-800-648-1794.

ABOUT MUTUAL ASSURANCE SOCIETY OF VIRGINIA

Founded in 1794, the Society is a mutual assessment property and casualty insurance company serving homeowners across the Commonwealth of Virginia. It is operated as a pure mutual for the sole benefit of its member policyholders. The Society conducts its business on the assessment plan whereby the Society's Board of Directors establishes the initial premiums to be charged each policyholder and thereafter the Board levies an annual assessment. The annual assessment is a percentage of the annual premium and has not exceeded 25% in its 226-year history. Mutual Society of Virginia members receive unmatched savings with this assessment plan, resulting in a 94% policy holder retention rate.

One of the most financially sound insurance companies in existence today, the Society is currently rated A (Excellent) by A.M. Best Company, A (unsurpassed) by Demotech, Inc. , and A (Excellent) by KBRA Insurance. For more information, please visit <https://mutual-assurance.com/welcome>.

MUTUAL ASSURANCE SOCIETY CONTACT

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