

Zenith Protection



FOR THE USE OF MORTGAGE INTERMEDIARIES ONLY

Premier Mortgage Service and PMS® are trading styles of Bankhall PMS Limited which is a company registered in England and Wales with number 2785381 which is authorised and regulated by the Financial Services Authority under number 164877. Registered office: Pixham End, Dorking, Surrey, RH4 1QA. VAT number: 750012975. PMS® is a registered trademark of Sesame Bankhall Group Limited (a company registered in England and Wales with number 3573352 registered office: as above).

Zenith, designed with you in mind

In today's diminished mortgage market – with lending levels far from their peak, uncertainty over rate rises, a shortage of high LTV mortgages and static house prices – including protection in your proposition is a profitable way of increasing your income whilst at the same time offering a more holistic service and adding value to your client relationships.



Roger Crocker,
Head of
Protection, GI
& Technology

However, although Protection is an area of vital importance, only a small proportion of people in the UK are adequately covered. This is despite the fact that many lack sufficient savings to see them through a period of illness, redundancy, or the death of a loved one. This lack of cover is partly due to the common misconceptions about Protection, including that it is too expensive, that the provider won't pay out, and that applying is a long drawn out process. None of these are true, as you know; it falls to us all to help our customers understand the true position so they can make adequate provision for themselves and their family.

This is why we have created Zenith, the new PMS Protection panel. We understand there is a need in the UK for greater levels of cover, and that PMS brokers are ideally placed to advise their clients on the benefits Protection offers. The Zenith panel has therefore been designed with you in mind, and allows access to leading providers, award-winning customer service, a wide range of products and highly competitive rates.

The panel features the following providers:

- Aviva
- Bright Grey
- Friends Provident
- Legal & General
- LV=
- Zurich

The rates offered are best in market, and include exclusive terms not available anywhere else. Over 1,000 brokers across

the Sesame Bankhall Group have already moved to the Zenith panel and are benefiting from the fantastic terms available.

Don't just take our word for it; Paul Hobson, Financial Services Development Manager for Mortgages Direct had this to say about the recent launch:

'It's great to see the new Zenith panel launched, with some excellent products and benefits for customers'

We feel it is central to a broker's duty of care to advise on Protection, and make their clients aware of the security and peace of mind it offers. Make the move to the Zenith panel today and let us help you enhance your client relationships.

To register for Zenith simply complete the Protection application form at www.trustpms.com/protection and return it to The Membership Team, Bankhall PMS Ltd, The Southmark Building, 3 Barrington Road, Altrincham, Cheshire, WA14 1GY, fax it to 0870 238 7177 or email it to membershipcc@bankhall.co.uk.



zenith
the new protection proposition



The true meaning of life insurance

Our latest protection campaign focuses on a side of life insurance that isn't often highlighted - what happens after a client makes a claim.

Our life protection advertising campaign kicked off in January. You might have seen the TV ad already, which shows how a family is managing to get by after the loss of dad, Liam (played by Paul Whitehouse). Although life isn't the same after the loss of a loved one, the family are able to carry on with things like hobbies and going to university, because they had life insurance.

As part of our campaign, we have been listening to what advisers like you want, to help you strike up that conversation with your clients. We know that you need real life stories that solidify the true meaning of what life insurance can do if the worst happens. That's why we have captured the stories of two of our customers who recently had to make that claim.

Tracy's story

Tracy Harrison-Green was the first customer we spoke to. Her husband, Andrew, died of cancer in December 2009 – just nine weeks after he was diagnosed.

Needless to say, losing him came as a huge shock to Tracy and her son, Jacob, who was 11 at the time. Thankfully, a life insurance policy they'd taken out with us years earlier gave them some comfort and financial security during what was a very difficult time.

"Having that insurance lifted a real weight off my shoulders because the wage I was bringing in wouldn't have covered all my bills," Tracy told us. "I think Andy felt peace of mind because of it [during his illness]. He knew me and Jacob were going to be okay."

Tracy used the money she received as a payout to pay off her mortgage, which she and Andrew had taken out in 2003. She was also able to adjust the hours she works as a customer assistant at Tesco so she could spend more time at home with her son.

Keith's story

We also spoke to Keith Bayman, a railway worker from Hoddesdon, who


made a life insurance claim to us when his wife Christine died after suffering from liver cancer.

Christine and Keith had both worked full time, and Keith admitted that without the insurance money he'd have struggled to pay the mortgage and bills.

Keith and Tracy's stories gave us an insight into a side of life insurance that isn't often considered – what happens when the client has to make a claim, and how the insurance money can make a difference.

You'll be able to read more about their stories and what our claims team do when it matters most in our case studies booklet, which will be available soon at aviva.co.uk/adviser/step-up





A help up, when they need it most

Imagine you had just been diagnosed with a critical illness or you had just lost a loved one. Bang! Your life is changed forever. In the midst of the emotional turmoil you experience, money is unlikely to be your first thought.

You will get there eventually but first you have an obstacle course of questions, doubts, fears and anxieties to get through. And that's exactly why Bright Grey includes their unique Helping Hand service in the cost of all of their menu-based plans.

It's easy to dismiss services like Helping Hand as a bit of extra fluff, which providers add to their products to make them more appealing. It's harder to dismiss the heartfelt stories of plan owners who have had to face the unthinkable, and who would have struggled without the support they received through Bright Grey's Helping Hand service.

Sharon and Jake's story

Until you've helped a client through a claim, it's difficult to appreciate the turmoil they feel, the uncertainty, the vulnerability and their need for really practical support and guidance.

To help, Bright Grey has produced a short film where Sharon and Jake, a young

couple who had to make a claim on their critical illness policy, tell their story.

This DVD not only highlights the very real need for protection, it also shows how Bright Grey's Helping Hand service helped the family to live with a new reality. Jake says that Helping Hand went 'above and beyond' what he would expect from an insurance provider.

To watch the video or order your copy visit www.brightadviser.co.uk/helpinghand.

Truly great protection should offer more than just a cheque

Helping Hand is still unique in the market, and offers your client and their family an unrivalled range of practical and emotional support, which is tailored specifically to their needs. This could include:

- cardiac rehabilitation therapy
- bereavement counselling
- oncology nursing support
- and a whole lot more.

This help and support is available as soon as their plan starts, however if they make a claim Bright Grey assigns them their own personal nurse adviser from RED ARC, an independent care advisory service, who will contact them to offer help and support.

At a time when clients are being lured by cheap internet deals and supermarkets continue to bombard them with cheap off-the-shelf insurance, Helping Hand reinforces the value of advice when buying protection. And that helps you to build long-term relationships with your clients. Helping Hand really is another great way to offer your clients an extra benefit they just couldn't find by themselves.

Visit

www.brightadviser.co.uk/helpinghand today.

bright grey[®]

a division of **Royal London**



How well protected is UK business?

Legal & General are leading the way again with more insight into how well UK businesses are protected. Their latest survey was carried out with the Institute of Directors (IoD) to understand the security of the assets, shares and cash flow of businesses.



Clare Harrop,
Head of
Specialist
Protection,
Legal & General

The mood of the directors who took part in the survey was upbeat, with predictions of rising profits and fears of a slide back into recession fading. But too many businesses seeking growth still don't have cover in place to protect them should the worst happen.

The good news is that the limited companies surveyed seem to have a good understanding of business protection, with over a third having created a formal agreement to cover what would happen on the death of a business owner.

For advisers looking for a target market, you won't go too far wrong with limited companies. 95% have a key person, with 33% having four or more, and over a quarter said that they could not survive for longer than six months if a key individual dies or suffers a critical illness.

These businesses are positive about the future with 85% saying they were confident their profits would increase over the next five years.

Find out more by visiting their website
www.legalandgeneral.com/business





Come on down if the price isn't right

Do you find that 'affordability' is an issue when recommending income protection to your clients? The truth is that income protection is a product that should be a lot more popular than it is.

For clients who have no dependents, income protection should be a priority protection product. And for anyone with dependents, income protection should be at or near the top of the list, perhaps after life cover. With the maximum state employment and support allowance currently standing at £99.85 per week, and a Coalition Government giving the benefits system the biggest shake up in decades, it certainly makes sense for clients to have their own safety net to fall back on.

When you obtain a quote for an income protection policy, you'll be presented with a range of options from different providers, and a wide range of prices.

For your client, 'the best' cover would usually be set up for a term that matches their financial commitments, (for example: to retirement), and at a level that matches their financial outgoings.

When the price isn't right?

So when you've gone through all the options and found that 'own occupation' cover for the appropriate term with a guaranteed premium is too expensive, what are your options?

You could look at reducing some elements of your ideal recommendation.

What waiting period did you choose?

Have you discussed a longer waiting period? For example a three month waiting period compared to a one month waiting period could cut the premium by around half. Choosing six months could reduce the premium cost by up to 55% which is a significant saving.

Reduce cover or age?

How about reducing the monthly benefit by a quarter or even half? Or perhaps your client would be happy to opt for a shorter policy term that might not quite go all the way to their intended retirement age? Offering a significant saving.

Budget income protection options

If long-term cover is unaffordable, consider shorter-term options. Having income protection that would pay out for two years is better than having no cover at all. For example at LV= we have budget income protection which could pay out benefit for up to two years, and is typically half the price of full income protection (also available on Assureweb or through a quote from our sales support team).

These are just some of the options to help clients achieve an affordable premium to protect their income. "Cutting your coat according to your cloth" may be a familiar idiom, so if the best isn't affordable then try and recommend the next best option.

**To find out more call us on
0845 602 0690 or
visit www.LV.com/sesame**



Opportunities to diversify your business

The financial outlook appears bleak for many of us. Interest rates are likely to start rising whilst mortgage lending has yet to rekindle to the levels we'd describe as healthy. And yet, as before, customer protection needs remain largely the same - if anything, there is an even greater need for consumers to protect what they have worked so hard to achieve.



Gerry Warner,
Protection
Market
Manager,
Zurich UK Life

Individual consumers need to protect themselves against their inability to work (and thus, earn), against serious (or critical) illness, and against premature death.

Looking beyond individual customers, the same needs apply to businesses and in particular in terms of commercial lending, the loss of a person key to the future of a business, and also in terms of succession planning – for partnerships and shareholders. Same products but set up in different ways.

So, when meeting a client for the first time, establish quickly what you can offer them in the way of financial planning. Get permission upfront to ask them some pretty searching questions. Establish what

protection cover they currently have. Ask them about their aims should the unthinkable happen and how they will achieve this (paying off loans or mortgages, protecting or providing income for the family or paying for medical treatment). Go on to agree solutions and tailor these to meet their specific needs – and agree next steps.

With existing clients, it's worth especially reviewing those without protection or those with protection on standard variable or tracker mortgages. The latter will have saved money when interest rates reduced and might be able to afford the protection they didn't take first time round. Don't forget Wills – either updating existing ones or creating new ones – a valuable source of new business.

Consider a 25 year-old earning £25,000 a year. If they retire, or intend to do so, at 65, they will earn, excluding promotions and bonuses, around £1m over that period. Why would you not insure yourself, your biggest asset?

On average, UK adults spend £3 a week (£156 a year) on the Lottery. But you are

4.6 million times more likely to get cancer than win a Jackpot Lottery payout. And 18 more times to get cancer than win anything at all on the Lottery. Consider for just a moment how much protection cover you can get for £3 a week - or if you gave up that £2 a day frothy coffee on the way to work. A little bit of cover is better than none.

2011 will see an ever-tightening of belts. We're all going to be affected, one way or another. But whatever your area of expertise, whatever types of clients you have, there are opportunities to diversify, increase earnings whilst meeting the needs of your customers.

To find out how Zurich can support all your protection needs call your local consultant on 0500 546 546 or visit www.zurich4protection.co.uk.



ZURICH®

For advisers only, not for use with customers.

Friends Provident eSelect.[®] Now from Friends Life.

Friends Life Protection brings together the best of the best in terms of propositions and people, which will set us apart from the competition.

Our award winning Friends Provident eSelect online service is now available from Friends Life. The speedy online underwriting and dedicated service you've come to expect remains unchanged.

To read the Friends Life story or download Friends Provident **eSelect** literature, visit friendslife.co.uk/adviser/eselect

Friends Life is a new group that brings together the UK business of Friends Provident and part of AXA's UK life and pensions business.

FriendsLife

Pensions
Investments
Insurance

Friends Life is a business name of Friends Provident Life Assurance Limited

Friends Provident Life Assurance Limited

www.friendslife.com

Telephone 0845 602 9189