

OneFamily
IFA Lead Generation Emails

[Family First]

Subject Line: Did you know that life cover could be beneficial for your whole family?

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Dear Mr Sample,

From our previous meetings, one thing has been clear - you want to do the absolute best for your family. As such, I wanted to let you know about new research¹ from mutual insurers OneFamily. They're all about helping families work together to meet the financial demands of modern life.

11% of Over 50s agree that family should always come first¹

This new research supports something that I've long believed; people who put their family first could consider ways to help their loved ones when they're no longer around.

As family will always be the most important thing, you may be interested in Over 50s life cover:

- ✓ leave a legacy to your loved ones
- ✓ make a contribution to funeral costs.

Financial security for their family is the main reason that 50% of people take out life insurance²

A further 17% of people take out a policy in order to leave a legacy for their loved ones²

If you'd like to learn more about the options available to you and your family, or indeed discuss any other aspect of your financial future, please get in touch to arrange an appointment. As always, I'm happy to meet at a time and place to suit you.

Kind regards.

A.Adviser

1 A sample of 426 people from the fastMAP online panel (May 2016) aged over 50, falling within socioeconomic groups C1, C2, D & E. 2 Mintel Whole of Life Insurance, May 2016