

OneFamily
IFA Lead Generation Letters

[FamilyFirsts]

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Mr AB Sample,
Sample Street
Sampletown
Sampleshire
SA1 2MP

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 a new report¹ from modern mutual OneFamily. They're all about helping families work together to meet the financial demands of modern life. And their report suggests that other Over 50s agree; family should always come first.

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. Whether you want to leave a legacy, or make a contribution to funeral costs, it could be very useful during a difficult time in life.

After all, 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. And as you're someone that always puts family first, you might be interested in Over 50s life cover that could offer support services the whole family.

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.

Yours sincerely,

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.

