

OneFamily
IFA Lead Generation Letters

[HealthConcerns]

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Mr AB Sample,
Sample Street
Sampletown
Sampleshire
SA1 2MP

Dear Mr Sample,

From the conversations that you and I have shared in the past, I understand that your health is very important to you. According to an interesting new report¹ from modern mutual OneFamily, you're not alone. Their research suggests that you join a large number of Over 50s that are becoming increasingly concerned about quality of life, as they grow older.

This new research supports something that I've long believed; no one knows what's around the corner, so people who have health concerns could benefit from considering ways to cover themselves for their future well-being.

Did you know that spending on social care in England has fallen by £770 million since 2010²? It means that more people than ever before are having to make provisions for later-life care. In light of this, perhaps you'd be interested in finding out more about Over 50s life cover?

If you've had a recent health scare, or there's a history of serious or terminal illness in your family, there are policies available that guarantee you'll be accepted. Some could even help with emotional support and an early payout if you're diagnosed with an illness over the course of your policy.

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 'Later Life in the UK', Age UK, October 2015.