

OneFamily  
IFA Lead Generation Emails

[Savvy Savers]

Subject Line: Compromising quality for value? You can have both...

Sample text only. This content is correct as of 16/08/2016. Any issuing adviser is responsible for the ongoing appropriateness and accuracy of content for their use. The issuing adviser is also responsible for the compliance of any financial promotion they issue and should therefore seek their own appropriate approval.

Dear Mr Sample,

We've spoken before about ways to look after your finances. And according to interesting new research<sup>1</sup> from modern mutual OneFamily a lot of over 50s are savvy savers like you.

**24% of Over 50s are first and foremost looking to find good value in their financial options<sup>1</sup>**

This new research supports something that I've long believed; people who are savvy savers don't have to compromise on comprehensive cover when they're looking for a good value policy.

Did you know that Over 50's life cover could be an affordable alternative to a funeral plan, which could cost anything from £3,265 to over £5,000<sup>2</sup>.

Over 50s life cover could offer:

- ✓ low monthly premiums
- ✓ a range of helpful benefits
- ✓ competitive payouts.

If you'd like to learn more about the options available to you and your family, or indeed discuss any other aspects 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 *Which?*, February 2016