

OneFamily
IFA Lead Generation Letters

[Generic]

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Mr AB Sample,
Sample Street
Sampletown
Sampleshire
SA1 2MP

Dear Mr Sample,

In my time as an adviser, I've always believed that people over 50 shouldn't be defined simply by their age. As such, I was pleased to see a new report* from modern mutual OneFamily that confirmed that not everyone over the age of 50 has the same attitude to life.

I hope that by using OneFamily's report, I'm now better able to address your financial needs and concerns, because it shows that there's more to life than 50.

You may want to 'live for today' and make your financial choices on ease, convenience and simple peace of mind. Or you might be more of a savvy saver that's looking to find good value. Then again, your decisions may be driven by health concerns. I'd love to get a better understanding of your attitude to life, so that I can more precisely tailor my advice to you.

It means that we can talk about what really matters. For example if you're interested in Over 50s life cover we could discuss the benefits that are most relevant to you, whether that's low-cost monthly premiums, serious and terminal illness cover, or funeral funding options.

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

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