

OneFamily
IFA Lead Generation Emails

[Health Concerns]

Subject Line: If you're having concerns about your health in the future, let's talk life cover

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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 interesting new research¹ from mutual insurers OneFamily, you're not alone.

18% of Over 50s are becoming increasingly concerned about their quality of life, as they grow older¹

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.

Spending on social care in England has fallen by £770 million since 2010²

More people than ever before are making provisions for later-life care²

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.

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

*Guaranteed acceptance is subject to existing cover or premium limits. If you have any pre-existing conditions at the time the policy is purchased, you will not be covered for serious illness benefit, but will still qualify for terminal illness cover. ** Once you've claimed for serious illness benefit your life cover and

terminal illness benefit will reduce by 20%. If you claim for a terminal illness, the plan will end and there won't be a further payout. Please note that the policy would not pay out for serious or terminal illness cover if your conditions were pre-existing at the time the policy was purchased.

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