

OneFamily  
IFA Lead Generation Emails

[Live For Todays]

Subject Line: Want to enjoy the present? Let's talk about your future

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Dear Mr Sample,

From the conversations that you and I have shared in the past, I understand that living in the moment is very important to you. And according to interesting new research<sup>1</sup> from modern mutual OneFamily, you're not alone!

**32% of over 50s like to enjoy the present, instead of worrying about the future<sup>1</sup>**

This new research supports something that I've long believed; people who 'live for today' could benefit from considering what lies ahead. For example, it's not something we really like to think about, but have you ever wondered how much a funeral is likely to cost in the future?

**The average cost of a UK burial is now nearly £5,000<sup>2</sup>**

**By 2045 a burial is projected to rise above £15,000<sup>3</sup>**

Many people don't realise that funeral costs are soaring and there's a real possibility that they could leave funeral debts behind for their family to pay.

Perhaps we should have a conversation about Over 50s life cover:

- ✓ quick and easy alternative to a funeral plan
- ✓ set up a policy to help make provisions for the future
- ✓ put a plan in place that could help ensure your loved ones aren't left out of pocket.

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 A Study into UK Burial and Cremation Costs by Trinity McQueen,

January 2016. 3 This cost is based on an assumed annual rate of increase of burial cost of 4% per year. This predictive cost should not be relied upon to estimate the precise cost of a burial.

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