

OneFamily
IFA Lead Generation Emails

[NeatAndTidies]

Subject Line: Any financial loose ends that you need to tie up?

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Dear Mr Sample,

In our previous conversations, you've always been keen to keep your financial affairs in order. According to an interesting new research¹ from mutual insurers OneFamily, you're not alone!

15% of Over 50s are looking for ways to take control of their money¹

This new research supports something that I've long believed; people like you could benefit from cover that helps you have plans in place for after you're gone.

Let's talk Over 50s life cover. Quick and easy to set up, it could:

- ✓ help you tie up loose ends
- ✓ help protect your family from some outstanding funeral debts or bills
- ✓ and a payment could be made in a matter of days when you nominate a beneficiary*.

This last point might be particularly attractive when you consider that releasing funds from probate can take up to one year.²

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 The Law Society, Common Legal Issues - Probate, www.lawsociety.org.uk/for-the-public/common-legal-issues/probate/

*To a nominated beneficiary, subject to appropriate paperwork.