

OneFamily
IFA Lead Generation Letters

[SavvySavers]

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.

Mr AB Sample
Sample Street
Sampletown
Sampleshire
SA1 2MP

Dear Mr Sample,

We've spoken before about ways to look after your finances. And according to an interesting new report¹ from modern mutual OneFamily a lot of Over 50s are savvy savers like you. In fact, their research suggests that first and foremost 24% are looking to find good value in their financial options.

This new research supports something that I've long believed; people who are savvy savers could benefit from a good value policy that provides comprehensive cover.

For example, did you know that Over 50s life cover could be an affordable alternative to a funeral plan which could cost anything from £3,265 to over £5,000²?

You don't have to break the bank to put cover in place. There are Over 50s life cover policies with low monthly premiums that offer a range of helpful benefits and competitive payouts.

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.

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