

For adviser use only

GUARANTEED 50 PLUS
LIFE COVER

defaqto

2017



Over 50s Life Assurance

Protection for
later life

OneFamily
Adviser

A growing opportunity in a growing market

Longer life expectancy and an ageing UK population mean that Guaranteed 50 Plus Life Cover from OneFamily looks set to be more popular than ever.



“ My wife and I have an Over 50s plan ourselves. It makes me even more enthusiastic because now I know what I’m providing for my clients is something I thoroughly believe in. ”

Mike Hosannah
Independent Financial Adviser,
Mike Hosannah Associates.

There are
20 million
over 50s in the UK*

*Source: ONS - Mid 2013
Population Estimates

And life expectancy is rising with **men expecting to live until 79** and **women until 82***

*Source: Office for National Statistics
2012 - 2014

Funeral costs are rising

The average burial now costs
£5,446*

*Source: Trinity McQueen: A Study on behalf of OneFamily into UK burial and cremation costs, March 2017

Once you take into account items such as admin fees, headstones, flowers and limousines, **a burial on average can rise up to £5,899** and a cremation to **£4,205**

How much does the average funeral cost in your local area?

Instantly help your client to work out how much they might need to put aside for their funeral with our online funeral cost calculator. Give it a try



[www.onefamilyadviser.com/
Intermediaries/Portal/QuickQuote.aspx](http://www.onefamilyadviser.com/Intermediaries/Portal/QuickQuote.aspx)

Who's going to pick up the bill?

72%
of over 50s

are not currently putting money aside to cover funeral costs

Over half

of over 50s have no life cover



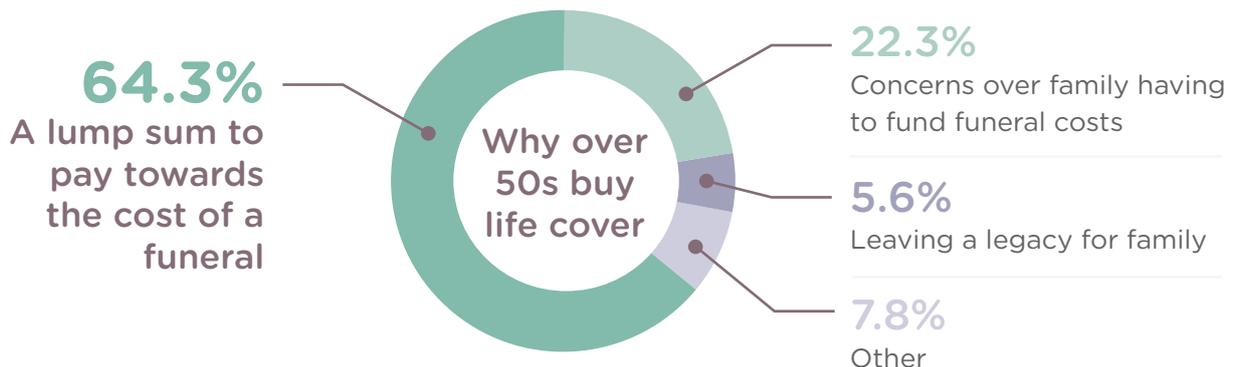
22% of over 55s have under

£1,000
in savings

Source: Mintel Whole of Life Report June 2016

Why would your clients consider Guaranteed 50 Plus Life Cover?

As people get older, their priorities change. So they could have more and more reasons to need over 50s life cover.



OneFamily Over 50s Life Cover 2014 Headline Results

Suitable for a wide range of clients

Like you, we always aim to do the best for our customers, and focus on what matters most to them. We'll also do all we can to support you, and help you make the most of the opportunities this growing market presents. The scenarios below aren't real, but they may help you identify potential clients.



Getting the cover they need whilst looking after the pennies



Putting financial affairs in order



Paying for a partner's funeral



Approaching retirement and ready to get on with life



Leaving something behind for the family



Coping with a serious or terminal illness

With OneFamily, your clients will be five-star covered



“ With the Defaqto five-star rating, it’s going to make the product easier to sell. People will know more about it, they will read more about it and that’s good for everybody. ”

Barry Johnson
Independent Financial Adviser,
Barry Johnson Financial Services

Over the last 10 years, the onset of serious illness has become delayed until later life. More people are having to live with serious illness rather than dying from it. They need financial support to help them through this new chapter in life.

That’s why we offer serious and terminal illness cover at no extra cost. And we add a range of free support services, providing specialist advice when people need it most.

Early payout for serious or terminal illness

Many policies of this type only pay out on death. **Our over 50s plan pays out on diagnosis of a serious or terminal illness after two years.** If your client is diagnosed as terminally ill after the plan has run for two years, they can claim 100% of the life cover. If they become seriously ill, they can claim 20% of the life cover. Once they’ve claimed the serious illness benefit, their life cover and terminal illness

benefit will reduce by 20%. To claim for terminal or serious illness, they’ll need to provide evidence of diagnosis from a doctor or specialist consultant. If they claim for a terminal illness, the plan will end and there will be no further payout.

Guaranteed acceptance without a medical

As long as your client is aged between 50 and 80 and is a UK resident. Subject to existing cover and premium levels.

Around 13.9% of people aged 50+ are living with a serious illness

That’s an estimated 3.1m people



Source: The ‘Serious Illness in the Over 50s’ report, The International Longevity Centre-UK (ILC-UK) 2015

A guaranteed cash lump sum after two years of starting their policy

The lump sum paid out on death normally forms part of your client's estate and may be subject to inheritance tax. Bear in mind that inflation will, over time, reduce the value of the cash sum paid out. This isn't a savings plan and has no cash value unless a valid claim is made.

From £10a month

With a range of monthly premiums from £10 to £75, your clients can find a level of cover to suit their budget. Once they choose a premium level, we guarantee it will never change. When they reach 90, their premiums stop and they'll still be covered. If they stop their payments before they're 90, the cover will end and they won't get any money back. And depending on how long they pay premiums for, they may pay more in than the plan pays out.

Up to £48,000 Accidental Death Cover in the first two years

If your client dies solely as a result of an accident in the first two years, the plan pays out three times their level of cover, up to a maximum £48,000. If the death isn't accidental, the plan pays out 150% of premiums paid up to the date of death.

OneFamily Guaranteed 50 Plus Life Cover at a glance

Defaqto	5* ^{rated}
Premium range	£10-£75pm
Payment term	To age 90
Guaranteed acceptance	Yes
Medical required	No
Eligibility	50-80 years
Maximum sum assured	£34,455
Accidental death in first 2 years	Yes
Moratorium period	2 years
Serious illness benefit	Yes
Terminal illness benefit	Yes
Independent care advice	Yes
Funeral funding option (£250)	Yes
Can my client have more than one plan?	Yes
Joint life policy	No
Nomination beneficiaries	Yes
Cash value?	No
Immediate cover?	Yes

Terms and conditions apply. Please see our "At a glance" brochure and "Policy Summary" for full details.

Get an instant quote for Guaranteed 50 Plus Life Cover online.



Work through different scenarios with your client, or print off the results in a PDF - it's really simple to use.

www.onefamilyadviser.com/Intermediaries/Portal/QuickQuote.aspx



Independent finance researchers Defaqto have awarded Guaranteed 50 Plus Life Cover a 5 star rating - rated amongst the very best of its type on the market.

Helpful support and advice - it's all part of our service

Extra support services for your clients

Guaranteed 50 Plus Life Cover customers and their families benefit from free access to a range of helpful information, advice and support, through OneFamily support services.

Health Support

Provided by RedArc

Practical and emotional help if your client or a family member is diagnosed with a serious illness such as cancer or a stroke, or with a terminal illness.

Includes access to a network of specialist charities, self-help groups, care providers, therapies such as physiotherapy and occupational therapy, and helpful resources in the form of fact sheets, books and CDs.

Estates and Probate

**Provided by The Co-operative
Legal Services**

Free initial advice on a wide range of legal issues. Plus free initial advice and support to help with practical issues following the death of a loved one, including guidance on registering a death certificate and the different necessary forms and paperwork they'll need to complete.

Care Advice Service

Provided by Grace Consulting

Free impartial telephone based advice on choosing care for your client or their loved ones, which can be taken advantage of at any time.

It offers advice on care at home, sheltered accommodation, and convalescent and residential care.

Funeral Funding Option

**A choice of The Co-operative Funeral care
or Golden Charter**

It isn't a funeral plan, but our Funeral Funding Option ensures the proceeds from the policy help pay towards their funeral arrangements.

If your client chooses to apply the funeral funding option, they get a £250 contribution towards the cost of their funeral (T&Cs apply).

Legal Service

Provided by The Co-operative Legal Services

Free initial advice on a wide range of legal issues, provided by Co-Operative Legal Services.

Here to support you

As a mutual, our focus is on helping our customers. And that means you, as an adviser, as well as your clients. We're here for the mutual benefit of us all.

Our knowledgeable UK-based sales support team is here to provide expert, professional help. We're committed to investing in the personal, one-to-one account management we know you value so highly.

We've listened to what you want

We understand just how important it is to talk to you, and really listen to your needs. That's why we've made it easy for you to access our products and services, through our adviser website and online portals.

Supported by all the major quoting portals

- ✓ AssureWeb
- ✓ Iress Exchange
- ✓ Webline

Visit onefamilyadviser.com

Our dedicated adviser website offers a wealth of information



Let's talk?



It's in our mutual interest to grow your business as much as possible. So, if you need our help at any time, please get in touch.

To find out more about **Guaranteed 50 Plus Life Cover**



Visit us at **onefamilyadviser.com**



Email us at **advisersupport@onefamily.com**



Contact our team on **0808 100 5075***

We'll be here from 9am to 6pm Monday to Friday

*We might record your call to help improve our training and for security purposes.

We hope you don't mind. Calls are normally free from UK landlines and mobile phones.



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