

PRIORITY PROTECTION PRICE BEATER.

We'll beat the standard premium offered by a competitor on a like for like product for your high sum assured protection business.

We pride ourselves on being able to offer your clients one of the most competitively priced range of award winning protection products. With Price Beater we go one better and offer to beat any like for like quotes.

HOW DO I OBTAIN A PRICE BEATER QUOTATION?

It's easy and straightforward:

- Call our IFA Protection Sales Team on **0845 273 0010** and fax or email the competitor's quote to 02920 432639 (fax) or ifaprotection@landg.com
- The IFA Protection Sales Team will contact you with an OLP Connect application number to access your revised illustration.

Lines open Monday to Friday, 9am to 5pm. We may record and monitor calls. Call charges will vary. Terms and Conditions apply, please refer overleaf.

WHAT HAPPENS NEXT?

You can access the case on OLP Connect by using the application number provided by the IFA Protection Sales Team. If you are happy to proceed with the revised quote, complete the remaining application details and submit the case. The application will then be managed efficiently through to completion.

OUR COMMITMENT TO YOU

Price Beater means that we'll offer to beat the standard premium offered by a competitor to enable you to place your high sum assured business with us, without you having to sacrifice any commission rate in the process.

PRODUCTS AVAILABLE

Price Beater is available on all of our Term and Critical Illness Cover plans* including indexation (where applicable) with sums assured of:

- £600,000 to £10 million for life cover (level or decreasing)
- £600,000 to £4 million for life cover (indexed)
- £350,000 to £2 million for critical illness cover.

* Excludes our range of Family and Personal Income Plans and Term with Conversion Option.

PRIORITY PROTECTION SERVICE

As well as beating a competitor's premium, with our Priority Protection service we provide:

- **Access to a dedicated Priority Protection Team** with a single named point of contact throughout the entire application process.
- **Active management of your pipeline business** to progress applications quickly and efficiently.
- **Regular updates of all your Priority Protection cases** with methods of contact tailored to your specific needs.
- **Online new business submission and real time case management** available through our market leading system, OLP Connect.

Please note the Price Beater offer can be amended or withdrawn at any time.

TERMS AND CONDITIONS

The terms and conditions applicable to Price Beater are detailed below:

- Price Beater applies to like for like quotes only. For example, the same clients or product types with matching benefits such as waiver of premium, PTD definition, Mortgage Decreasing Term interest rate.
- Price Beater applies where the cumulative sum assured of all applications submitted at the same time and for the same individual, equals or exceeds £600,000 for life cover or £350,000 for critical illness cover.
- Price Beater applies to all cases for the same individual where at least one element of a split sum assured application equals or exceeds £600,000 for life cover and £350,000 for critical illness cover. These must be on a like for like basis, for example, Additional or Accelerated basis.
- Price Beater is offered against quotes based on our eIFA rates.
- Price Beater applies only to the standard premiums offered by a competitor in the IFA market, for example, before any discounts, price matching offers, commission sacrifice, special premiums or ratings have been applied.
- We'll require proof of the competitor's standard premium to be beaten.
- Competitor illustrations must be no older than 30 days.
- Price Beater will reduce our eIFA premium to beat a competitor's premium.
- A medical rating may be applied to a Price Beater premium following underwriting.
- Standard LAUTRO initial commission will apply to the final premium.
- For an even lower premium, standard commission sacrifice applies.



legalandgeneral.com/priority

Legal & General Assurance Society Limited

Registered in England No.166055

Registered office: One Coleman Street, London EC2R 5AA

This is also where our head office is in the UK

We are authorised and regulated by the Financial Services Authority.
We are members of the Association of British Insurers.

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