Price Beater

We pride ourselves on being able to offer your clients a range of award winning protection products, and with Price Beater we go one better and offer to beat any like-for-like quotes.

What is 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, without you having to sacrifice any commission rate in the process.

How does it work?

To obtain a Price Beater quotation, just follow these 3 simple steps:

1. Add the quote onto OLP Connect as an illustration.
2. Email the portal comparison with your OLP Connect AN Reference Number to your Telephone BDM.
3. We'll update OLP Connect and notify you so you can proceed with your application quicker and easier.

Products available

Available on all of our life insurance, Critical Illness Cover and our Income Protection Benefit plans*, including increasing plans 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
- £2,000 to £20,000 per month for income protection (standard or low cost)
- £2,000 to £14,000 per month for income protection (indexed standard or indexed low cost)

Contact us

If you have any questions call your dedicated protection sales team on **0345 273 0010** or email us at **ifaprotection@landg.com**. We may record and monitor calls. Call charges may vary.

Terms and conditions apply.

* Excludes Whole of Life Protection Plan, Family and Personal Income plan, Low Start Income Protection and Executive Income Protection plans.

†All Price Beater cases are subject to review on an individual basis.

Terms and Conditions

Terms (for Life Insurance and Critical Illness Cover plans)

- This is for like-for-like quotes only, for example, the same clients or product types with matching benefits such as waiver of premium, TPD definition, Decreasing Life Insurance interest rate.
- Price Beater is applied 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.
- This 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.
- Whole Of Life can be considered, on a case-by-case basis - |for all enquiries, please contact your Telephone BDM, who will seek approval.

We will only offer the service on standard L&G Life Insurance with Critical Illness Cover against the following products/companies

- Aviva Term Assurance with Core Critical Illness Cover
- Guardian CIC Essentials
- LV= Life & CI (Standard)
- Scottish Widows
- Zurich Core CIC

We will only offer the service on L&G Life Insurance with Critical Illness Extra against the following products/companies

- Aviva Term Assurance with Upgraded Critical Illness Cover
- Guardian CI Protection
- LV= Life & Enhanced CI
- Royal London Enhanced
- Zurich CIC Enhanced

Terms (for Income Protection Benefit plans)

- This is for like-for-like quote only, for example the same client or products types with matching benefits such as benefit payment term (i.e. low cost products must be 2 year benefit payment term), deferred period, stepped benefits, retirement age.
- Available for all occupation classes **except for class 4** (based on occupations published within our occupation class guide).

We will only offer the service on L&G Income Protection against the following products/companies

- Aviva (Income Protection)
- Guardian
- LV= (Income Protection)
- Royal London (Personal Menu Plan)
- Scottish Widows
- The Exeter (Income One Plus (level full term))
- Vitality (Income Protection - without Vitality Optimizer)

Conditions

- We'll require proof of the competitor's standard premium to be beaten.
- Competitor illustrations must be no older than 30 days.
- 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.
- Is offered against quotes based on our eIFA rates.
- 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 will reduce our eIFA premium to beat a competitor's.