

# Priority Protection Price Beater

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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 a range of award winning protection products and 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 your IFA Protection Sales Team on 0345 273 0010 or email your request and the competitors comparison quote to [priority.protection@landg.com](mailto:priority.protection@landg.com) with 'Price Beater' in the subject field.
- Your Priority Protection Team will email you your revised illustration.

Lines are open from Monday–Friday 9am–5pm. We may record and monitor calls. Call charges may vary.

Terms and Conditions apply, please refer overleaf.

## PRODUCTS AVAILABLE

Price Beater is available on all of our Term and Critical Illness Cover plans\* and our Income Protection Benefit 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
- £2,000 to £16,667 per month for income protection (standard or low cost)
- £2000, to £8,333 per month for income protection (indexed standard or indexed low cost)

\* Excludes our range of Family and Personal Income plans.

## WHAT HAPPENS NEXT?

Apply the case in the normal way and once you have submitted the application on OLP Connect, you must let us know to apply the Price Beater premium. The application will then be managed efficiently through to completion.

## PRIORITY PROTECTION SERVICE

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

- **Access to dedicated Priority Protection experts**
- **Active management of your pipeline business**
- **Regular updates of all your Priority Protection cases**
- **Submit your cases online and have a real time case management through our new MyLife system.**

## 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.

Please note the Price Beater offer can be amended or withdrawn at any time.

This is not a consumer advertisement. It is intended for professional financial advisers and should not be relied upon by private investors or any other persons.



# Terms and Conditions

## TERMS (FOR TERM 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, Mortgage Decreasing Term 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.
- 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 premium.

## 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.

## TERMS (FOR INCOME PROTECTION BENEFIT PLANS)

- We will only offer the service against the following companies/products
  - AIG (YourLife Plan Income Protection)
  - Aviva (Income Protection)
  - Friends Life (Income Protection)
  - LV= (Income Protection)
  - Royal London (Personal Menu Plan)
  - Vitality (Income Protection – without Vitality Optimizer)
  - The Exeter (Income One Plus (level full term))
  - Royal London (Personal Menu Plan)
  - Vitality (Income Protection - without Vitality Optimizer)
- 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).
- 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 premium.

### Legal & General Assurance Society Limited

Registered in England and Wales number 166055. Authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority.

Registered office: One Coleman Street, London EC2R 5AA.

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