

A New Standard in Specified Illness Cover.

For professional financial advisor use only



Friends First launch new protection commission options, more competitive pricing and a new standard in specified illness cover.

Strategic, long-term planning benefits a business by allowing it to be proactive in its growth, rather than by simply reacting to market conditions. You provide advice to your customers to enable them secure their long-term financial future, as well as their short-term goals, so it makes sense that you are applying the same rule of thumb to your own business.

Our revamped protection commission structures are designed to allow you to build long-term, sustainable recurring income streams. Wouldn't you like to have a confirmed income year on year?

We aim to do all we can to meet customers' needs through offering high quality products at affordable premiums, ensuring transparent communication of charges and fees, providing unambiguous marketing literature and rewarding them for long-term loyalty. As a consequence, we have removed 'price matching' from our protection policies to improve customer transparency while reducing the cost of our premiums at the same time.

Just log onto the Protection Centre on www.brokerfirst.ie for full details or speak with your Account Manager.

A New Standard in Specified Illness Cover

We already provide very comprehensive Specified Illness cover, but we have improved our offering to provide even wider coverage and even more financial reassurance for your clients at no additional cost.

We now cover more of the illnesses your clients are likely to suffer from and have significantly enhanced many of our existing illnesses.

Additional highlights include;

The Addition of Terminal Illness to Specified Illness listing

A sum of €15,000 or 50% SIC cover (whichever is lower) Terminal Illness Benefit is now included as a partial payment on all specified illness policies automatically and free of charge.

Multiple payments can now be made under our Partial Payments Section

The benefits of the Friends First approach means your customer may potentially receive a payment of more than the specified sum assured, as this change in policy provides for a double cover payment rather than an accelerated payment.