

Sales Guide **REAL LIFE**



Specialist life cover

We don't have to persuade you, but we know how challenging it can be to persuade your clients of the importance of protection insurance. Despite what people like to think, ill health and bereavement can happen when we least expect it.

Fact check:



There are estimated to be 4 million people living with diabetes in the UK. (Diabetes.co.uk)



1 in 2 people will suffer cancer during their lifetime.

(Cancer Research UK)



1 in 4 adults in England are overweight or obese.

(NHS)



7 million people in the UK are living with a heart condition. (BHF)

► **But the message on the importance of protection isn't getting through**

60%

of type 2 diabetes
sufferers have no
protection at all.

66%

of cancer sufferers
have no protection
at all.

60%

of obese people
have no protection
at all.

► **Advisers are missing an opportunity**

25% of advisers think that insurers don't want to insure a client with a serious medical condition, so don't advise on it.

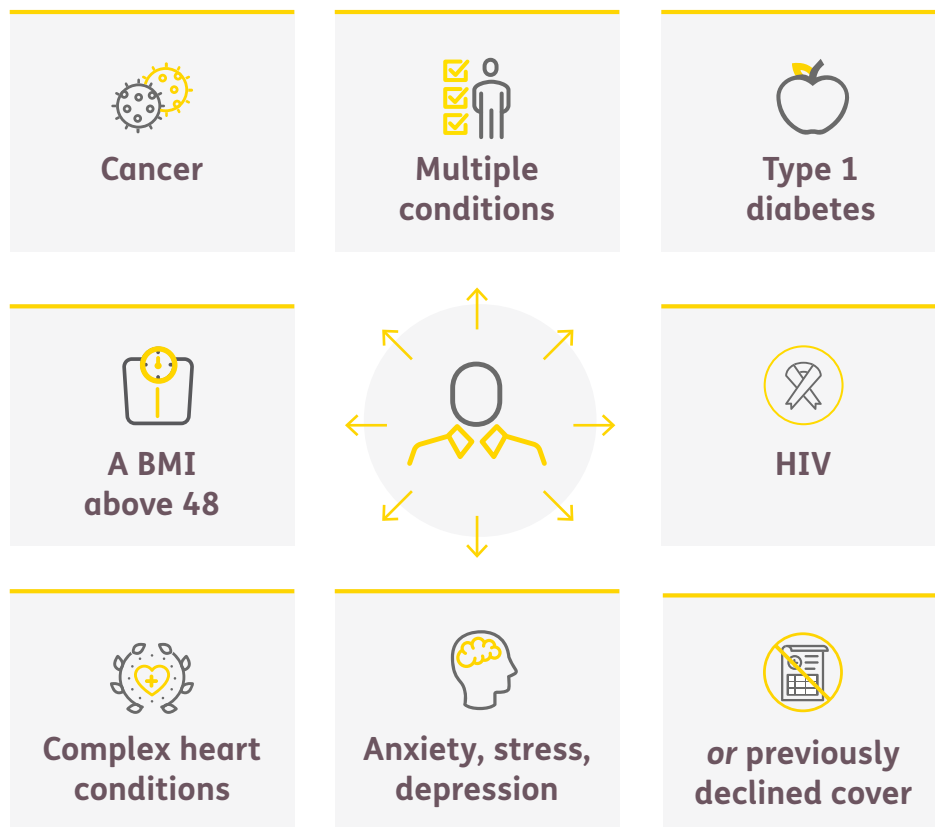
55% of advisers won't make a recommendation for a client with a serious medical condition.

50% of advisers usually refer clients with a serious medical condition to a specialist adviser firm.

Life cover for hard to insure clients

► Real Life – who to target?

Real Life is life cover for clients with serious or multiple health conditions – a segment often referred to as impaired lives.





For impaired lives

We're living longer, but suffering longer periods of ill-health. These conditions could have resulted in exclusion from standard plans, until now.

Real Life in action

Living with medical conditions shouldn't mean living without cover. The real life cases below show how we can cover more of your clients with Real Life.



Case study 1

Female

45 years old

Non-smoker

£250,000 sum assured

20 year term

Medical conditions - liver disease, type 2 diabetes, weight loss surgery.

+500% loading



Case study 2

Male

35 years old

Non-smoker

£600,000 sum assured

10 year term

Medical conditions - kidney disease, high BMI and depression.

+400% loading

► Cover details

- There are two types of benefit available: **level or decreasing**
- **Terminal illness cover inclusive**
- **Temporary benefit** - accidental death benefit
- **Only sold on an individual basis**
- **Does not include** guaranteed insurability options or waiver of premium. These are typically limited to “standard lives” policies.

► The process

Our online service for life cover includes the following benefits:

- A detailed quote process that delivers more accurate, partially underwritten quotes.
For some applicants, this will be instant and in some cases our underwriters will assess the information before returning a quote
- A delegated underwriting feature, enabling you to delegate application questions to your clients to complete. This is particularly beneficial for sensitive cases
- Efficient application tracking and self-serve functionality, with permission setting across advisers, para-planners and administrators
- A simple, signature-free process for placing policies in trust
- Data Capture Form for client visits.

About The Exeter

When you're not the biggest you need to be the best.

And it's our mutual status that helps us punch above our weight.

With no shareholders demanding dividends, we're free to re-invest all our profits in the things that are important to our members and advisers.

01.

We take care of you personally

We have real people on-hand to answer calls when you need to talk to us. What's more, they sit a stone's throw from our management team. So if an issue needs escalating, we can take care of it there and then.

02.

We put people before profit

Like any business we strive to make profit. But it's what we do with it that's important. As we've said before we don't pay dividends like big insurers, instead, we use our profits to improve the quality of our policies, keep premiums affordable, pay claims quickly and ensure our service is second to none.

03.

Our measure of success is paying claims

We always set out the terms of our policies in black and white. In the rare event a claims falls into a grey area, that might see other insurers shaking their heads - we pay out. Like you, our reputation means everything to us. Knowing we pay out means everything to our members.

04.

We're always right on the money

With any financial product, you want to know you're getting a good deal. At The Exeter, we regularly benchmark all our products against the market, checking our benefits and our price. So you are guaranteed to get quality cover at a fair price.

05.

We do more to cover more people

We don't pick and choose the people we cover based on computer algorithms or sweet-spot demographics. We consider every application on its merits - so we'll often say yes, when other insurers say no.

The friendly specialists in
income protection, life cover,
health insurance and cash plans.

Contact us

Members:

Enquiries: 0300 123 3201

Claims: 0300 123 3200

member@the-exeter.com

Financial Advisers:

Enquiries: 0300 123 3203

adviser@the-exeter.com

Opening times:

Monday to Friday 8am – 6pm

Calls may be recorded and monitored.

Postal address:

The Exeter, Lakeside House, Emperor Way, Exeter EX1 3FD

Website:

the-exeter.com

The legal blurb

The Exeter is a trading name of Exeter Friendly Society Limited, which is authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority (Register number 205309) and is incorporated under the Friendly Societies Act 1992 Register No. 91F with its registered office at Lakeside House, Emperor Way, Exeter, England EX1 3FD.