



**The Need For Life
and Sickness
Protection
Back to Basics**

Who Are LifeSearch?




LifeSearch

Protect the life you love

Find your perfect life cover

[Get Advice & Quote](#)



1,594,962
lives protected

★ Trustpilot
★★★★★
TrustScore 4.9 | 19,578 reviews

We're recommended by these huge brands to help their customers

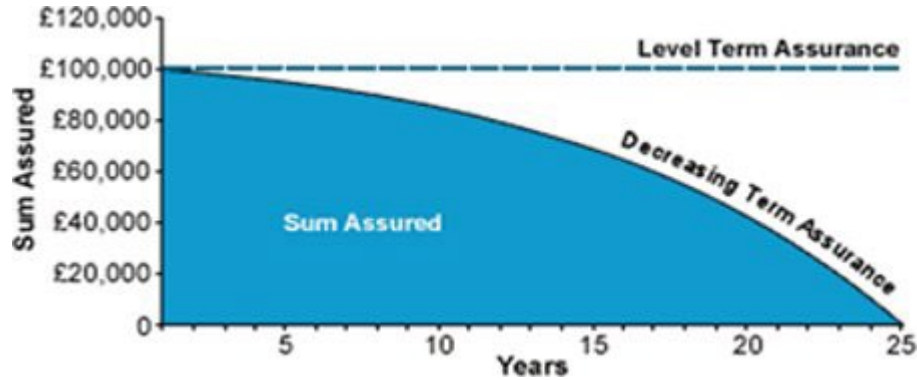
Learning Objectives

- Know who and why people need personal protection
- Know who and why people need business protection
- Have an understanding of the different types of products available across both areas

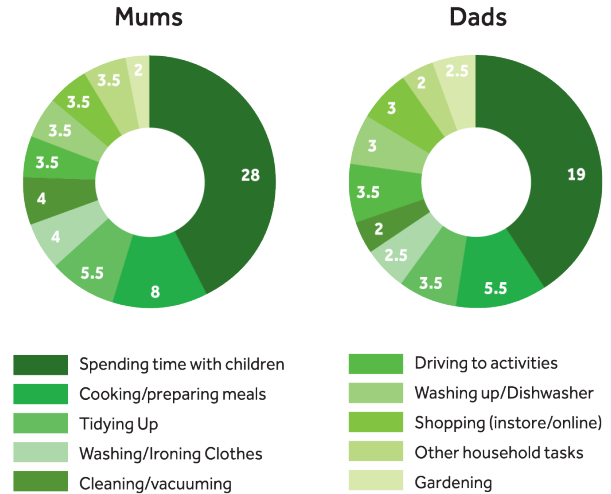


Who Needs Personal
Protection

Types of Personal Protection - Life



The graph below shows the number of hours per week parents spend on domestic chores.



Legal & General Value Of A Parent 2015

Types of Personal Protection – Sickness

Critical Illness Cover

- Every 1 in 2 people will be diagnosed with Cancer
- [The British Heart Foundation \(BHF\)](#) say that, in the UK, more than 100,000 hospital admissions each year are due to heart attacks. That's 280 admissions each day, or one every five minutes.
- The [Stroke Association](#), a stroke will affect someone in the UK every five minutes.
- [The MS Society estimate](#) nearly 7,000 people are newly diagnosed each year – around 130 people every week.

Income Protection

New claims by illness (%)

Musculoskeletal	38.4
Covid-19	20.9
Hip/Knee	9.0
Mental health	7.1
Gastro	5.8
Other	5.1
Surgery	3.6
Chest/Nose/Throat/Respiratory	3.2
Cancer	2.9
Neurological	2.0
Heart conditions	1.7
Stroke	0.3
Total	100

**The Exeter

Types of Business protection



Relevant Life Cover

A tax efficient way for a business to offer an employee death-in-service benefit, using a trust to ensure monies are received by an employee's next of kin, should the worst happen.



Key Person Cover

Avoid the financial devastation of the loss of a key director or employee with a policy that provides a cash injection, should the worst happen.



Executive Income Protection

Like personal income protection but paid for by the business.

Types of Business protection



Loan Protection

Director loans, commercial loans, mortgages, overdrafts and credit cards – ensure business debt can always be serviced, even if catastrophe strikes.



Group Protection

A tax-efficient way for a business to provide financial safety to employees via protection products. A hugely credible way to show employees they're valued.



Ownership Protection

Following the death or critical illness of a business partner, owner or shareholder, fellow owners have access to buyout funds to minimise business disruption.

£150,000 Life Cover that had a premium of £5.07 a month

- £300,000 Relevant Life cover at £10.30 premium
- £5333 per month Exec IP at £61.20 premium
- £250,0000 Key person Life and CIC at £63.00 premium
- £348,750 Shareholder Protection at £46.86 premium

- Duplicated the plan at £239.63 per month
- Joint £240,000 Loan protection policy at £70.83 was also arranged
- Initial £5 enquiry now £491.82 a month business protection plan

Learning Objectives

- Know who and why people need personal protection
- Know who and why people need business protection
- Have an understanding of the different types of products available across both areas

What's In It For You?



- Dedicated team
- Training via online seminars
- BIBA review service
- Award-winning retention and early warning cancellation systems
- All applications completed via our BIBA-dedicated telephone interviewers
- Entry level introducer commission for BIBA Members of 20%
- No clawback liability on commission – we protect, you earn

My Contact Details

Charlie Gray

charliegray@lifesearch.co.uk

07920473848

