**Go above and beyond for your client.**

Tools you can customise, by OnePath Life Insurance

**Pre-Renewal Review Letter & Email** – updated Sept 2020

*Letter/email template – Send to clients 4-6 weeks prior to their renewal*

Dear <first name>

Thank you for being a valued client of adviser brand for tenure years now. We’re privileged to continue to support you with the financial protection you have set in place for yourself and Spouse, Child 1, Child 2, & Child 3*.*

**Why you decided to purchase life insurance**

I recall that you invested in your life insurance to:

*[List tailored customer reasons from initial fact find sessions e.g.]*

* Pay off your mortgage on your family home
* Fund potentially large out-of-pocket medical expenses if any unfortunate medical circumstances arise
* Provide *Child 1, Child 2, & Child 3* with the university education you’re wishing for them
* And to provide financial support for your family to live the life you wish for them, should something happen to you that interrupts your ability to earn an income and support your loved ones

**Your annual cover renewal** is coming up on renew date. It’s important that you and I ensure your cover is still tailored to your needs.

**Your premium increase**

You may notice that your <Income Protection/TPD> premium has increased above the usual annual increases associated with indexation and age. This is due to OnePath Life seeing the severity of current challenges which include:

* higher than expected claims rates and durations
* more claims being made, and them going longer than anticipated for Income Protection
* historically low interest rates partnered with an uncertain economic outlook
* life insurers (including OnePath Life) have lost almost $3.5 billion on income protection insurance in the last five years.

All of this means that to continue protecting policy owners OnePath Life, immediate change needed to be made.

#### **Making it affordable**

As your financial adviser, we want to ensure you have certainty in your protection, especially during these uncertain times – which is why we have compiled a list of options available to help you manage the cost of your life insurance. Just ask me, and I’ll happily take you through these.

Here’s a quick reminder of **what you’re currently covered for:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Type of cover** | | **You’re covered for** | **Your current premium** |
| Life cover | Pays a lump sum to your family in the event of your death or terminal illness. | $400,000 | $394.95 |
| TPD cover | Pays you a lump sum should you become permanently disabled and unable to work. | $400,000 | $372.35 |
| Trauma cover | Pays you a lump sum if you are diagnosed with a serious medical condition covered by your policy. | $200,000 | $272.46 |
| Income Protection | Pays a monthly benefit to replace part of your income, if you are disabled and unable to work or work in a reduced capacity. | $8,000 /month | $285.28 |

**How you’re paying for your cover**

Because you’ve chosen a… *[insert stepped/level paragraph]*

…stepped premium, you can expect your upcoming premium to increase in addition to any repricing. This is because life insurance premiums are predominantly based on the risk of certain events happening to you, and these risks increase with age as serious illnesses become more common as we get older. With a stepped premium, the cost of your cover is recalculated each year based on your age at your anniversary.

OR

…level premium, your premiums won’t change with the increase risk associated with being a year older. Instead, your premiums are more expensive in the early years of cover but you will avoid significant increases as you age – which will save you significant premiums in the long run.

It is worth noting, that for <TPD/IP> cover has increased in price due to the above mentioned factors.

*[+/- Indexation]*

**Indexation**

Recall that you have chosen to have indexation on your policy – which is an automatic increase to your sum insured to ensure the value of your policy is inflation adjusted. This feature is optional – which means that you’re able to switch it off in any given year. And switching indexation off means your level of cover won’t increase at your next policy anniversary, unless there is a product repricing.

Please give me a call if you’d like to discuss whether indexation is right for you this year.

**Importantly, your cover is flexible and needs to be adjusted to your changing needs**

It’s my duty of care to you to ensure that your cover continues to be ideally suited to your needs – doing so enables you to continue to get great value for money cover.

**To help us tailor your cover,** over the last year, have any of these happened to you? *[insert relevant list]*

* Welcomed any new members to the family?
* Changed jobs or got a promotion?
* Paid down any large debts?
* Taken on any new debts?
* Stopped smoking?
* Lowered your BMI?
* Make a claim due to a medical issue?

If so, it’s important you let me know so I can conduct a cover review with you to adapt your policy to your new circumstances.

Please give me a call on adviser phone, or simply reply to this email, and I’ll schedule an appointment at a time that suits you over the next month.

Sincerely,

Adviser

<Insert disclaimer>

***Email template – send to clients with no review for 2+ years –*** *including links to articles that could be housed on an adviser’s website (white-labelled version) or the OnePath Clarity website (OnePath version)*

Subject:

**Why now could be a good time to review your life insurance**

Email:

Hi [Name],

I wanted to get in touch because it’s been a few years since we [last reviewed/set up] your life insurance cover.

While it’s great you still have this cover in place, it’s important to make sure your cover still meets your needs. If your life or financial situation has changed, your insurance may need to change with it – which is something I can help you with.

#### **Making it affordable**

As your financial adviser, we want to ensure you have certainty in your protection, especially during these uncertain times – which is why we have compiled a list of options available to help you manage the cost of your life insurance. Just ask me, and I’ll happily take you through these.

**Learning more**

To help you learn more about reviewing your cover, I wanted to share a few articles that explain some of the key things you need to know.

To make an appointment, or if you’d like to talk further about your cover needs, please call me anytime.

Regards,

[Adviser]

**Further reading for [Client Name]**

*[Choose the most relevant articles from the list below]*

**Why it pays to review your cover**

A regular review with a financial adviser can help you take advantage of the flexible features of your policy. Here’s how.

Read the article

**The easy way to top up your life insurance**

Did you know you can increase your cover without any medical checks when major life events occur? Here’s how it works.

Read the article