

# Business Protection

Why choose us for your  
business protection clients



# Why choose us for your business protection clients

Here's what you'll get when you choose us:

## A service you can rely on

**Business protection is a serious business so, each case you submit gets the special service it deserves.**

You can use our business protection support line to get the answers you need, including pre-sale underwriting support and help with tax and trusts.



**High value business protection support line**

0800 092 9964

Use for:

- Updates on applications already submitted or for policy servicing queries.
- Financial/high value underwriting.
- All other pre-sales underwriting calls.
- Tax & Trust experts.

What's more, our relationship doesn't end when the policy starts, you can be confident that we'll be there when it matters. We'll be on hand to help with any questions if your client's circumstances change.

Only use this service for life, critical illness and/or employee significant illness cover over £1.5 million and £750,000 respectively, and for any product where the monthly premium is £500 or more or £6,000 per year.

For any other queries, please call 0800 056 5499.

# Our High Value team

**We make it our business to give all your business protection clients an exceptional service.**

But for those high value cases we go the extra mile thanks to the bespoke service on offer from our High Value team.

Our High Value team gives you dedicated, pro-active support from financial underwriting experts for life, critical illness and/or employee significant illness cover over £1.5 million and £750,000 respectively.

We also see cases for any product where the monthly premium is £500 or more or £6,000 per year.

## Our high value underwriters



Initial assessment of application and any subsequent medical & financial evidence within 24 hours of receipt into underwriting.



Communication of underwriting requirements.



We review cases pro-actively on an on-going basis and provide updates at key stages throughout the underwriting process.

## Increased financial limits

We only require the completion of a full financial questionnaire for cases of more than £2.5 million life cover or £1 million critical illness and/or employee significant illness cover. To help make your life even easier, we don't require any additional supporting financial evidence for cases up to £4 million life cover or £2 million critical illness and/or employee significant illness cover.

### **Find out more**

For more information, please read **our leaflet**, which can be found on the Business Protection section on our adviser website, or you can call us on **0800 092 9964**.

**Our High Value team, a bespoke service for your high value clients.**

# An intuitive, end to end online journey



**Business Life Insurance Options and Relevant Life Insurance are both available on ALPS and thanks to our multi-product applications, you can apply for both of them at the same time – making it easier to meet your client’s needs in one go.**

What’s more, where you’re writing policies under trust, the journey is designed to make things straightforward. For example, you won’t be able to enter a start date until we’ve received – and checked – the trust form.

## Intuitive underwriting

With ALPS you get an easy quote and apply journey and a more intuitive underwriting process. This means we only ask about the things we really need to know, covering off all the financial underwriting requirements at the same time.

Our interactive underwriting mode – which uses the information you provide about your client to generate the right questions to ask – can save you and your clients valuable time with a high straight-through processing rate.

What’s more, using interactive underwriting earns you an extra 10% commission.

## Business tracking

With our business tracking function, you’ll find it easier to find out what’s going on with your cases. To reflect the importance of trusts in business protection, tracking also includes ‘Trust required’ flags to help show what steps you need to take.

## Self-service functionality

ALPS gives you the chance to self-serve so you can deal with case admin at a time and place that suits you, safe in the knowledge that our experts are on hand to help.

## Easy access to client documents

You can choose to have your client’s documentation sent to you so you can package them up in your own company style or we can send these directly to the client via post or by e-mail.

# A competitive proposition

Business Life Insurance Options and Relevant Life Insurance are designed for the business protection market, and we're confident that they stack up against the competition.

And when our specialist service and big name brand are added into the mix, you know we mean business.

## Instalment option



If chosen, any claim proceeds could be payable in limited annual instalments. This may suit some companies better than having a large, single amount payable, and thus potentially taxable, in the same year.

By splitting the payment we make, companies can balance their books more efficiently. It also avoids them reporting a profit purely due to an insurance payout.

What's more, a company may not feel the effect of losing a key person straightaway. Instead, it may find it has a gradual impact over a number of years. So receiving the payout in instalments could help a business manage its costs more efficiently.

## Business Protection Promise

In recognition of the importance – and value – of your business protection clients, the maximum amount of free life cover we offer through our Protection Promise is £1 million.

To find out more, please visit our business protection hub.

# Bespoke Pricing Service



Our Bespoke Pricing service covers quotes of £500,000 sum assured and/or £50 per month premium or more. For more information please contact your account manager. If you don't know who your account manager is, please email [protectionsupport@aviva.co.uk](mailto:protectionsupport@aviva.co.uk)

# A complete package of sales support

**From product guides and online calculators to material you can use with your clients, our package of sales support includes everything you need to talk about Business Life Insurance Options and Relevant Life Insurance to your clients – and you'll find it all on our business protection hub on our adviser website.**

## Product related documents



- Introducing Relevant Life Insurance
- Relevant Life Insurance, In focus
- Understanding Relevant Life Insurance with employee significant illness cover
- The business case for Business Life Insurance Options
- Business Life Insurance Options, In focus
- Our High Value team, a bespoke service for your high value clients

## Online calculator



- Premium equalisation calculator

## Trust documents



- Discretionary trust for Relevant Life Insurance
- Partner or director/Shareholder trust application

## Legal agreements



- Relevant Life Insurance Continuation form (Change of Employer)
- Relevant Life Insurance Continuation form (Revert to Employee)



## Need this in a different format?

Please get in touch with your usual Aviva contact if you would prefer this leaflet (**AL99015**), in large print, braille or as audio.

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