

## Direct mail support for our outstanding Mortgage Protection Life cover offer – lowest prices available on the market with an extra 10% off!\*

We've developed a new letter about our great **new initiative** and how this could help your clients save money on the cost of their **Mortgage Protection Life cover**. You can also use this as content for an email to your clients.

You'll find a copy of the letter on the reverse of this page. If you choose to use this letter and it meets your needs, all you have to do is customise it by adding your contact details and client information.

To make it even easier it is also available online! A copy of the text can be downloaded directly from our online Broker Centre – just click onto **esp.caledonianlife.ie**

Don't forget you will need to include:

- \* The regulatory text applicable to your company.
- \* The complete text provided, including all the notes.

Be sure to follow all the rules and requirements relating to direct marketing. Log on to **www.dataprotection.ie** for more information.

# Sample client letter

## Save 10%!

Outstanding Mortgage Protection Life cover offer -  
lowest prices available on the market with an extra 10% off.\*

Insert your  
client's name

Dear <<insert name>>

Whether you're looking to take out a mortgage on a new property or searching for savings on the cost of your current Mortgage Protection Life cover, we can help you.

**Caledonian Life, one of the market leaders and specialists in this area, are now offering to match the cheapest price on the market with... wait for it... another 10% off that price again!\***

And as they have been operating in Ireland for over 180 years, with a parent company, the **Royal London Group**, which is the largest mutual Life and Pensions company in the UK, you can rest assured you're in safe hands. So not only are you making savings on your Mortgage Protection Life cover, you have the peace of mind of knowing you're also protected by a large, strong and financially secure company, the Royal London Group.

Don't forget, you're under no obligation to take out your Mortgage Protection Life cover with your lending institution. As a Financial Broker I have access to the best deals available across the market from all the various Life companies - just like this one from Caledonian Life!

Insert your  
contact details

**So talk to me today to see if we can make savings for you and to let you know the criteria and conditions that apply. But don't delay this 10% off Mortgage Protection Life cover offer is available for one month only until October 10th!**

For more information on this offer you can email me at <<insert your address>> or call me at <<insert your phone number>>

Yours sincerely,  
<<insert name>>

\*Offer provided by Caledonian Life. Terms and conditions apply

These are sample emails/ letters for use when approaching clients about their protection needs. They can be adapted to suit your style by simply amending where necessary. Please bear in mind that if you would like to use these email/letter templates or adapt any of this information into your emails/letters, you must ensure compliance with the appropriate regulations and incorporate any risk warnings. Caledonian Life does not accept liability for reliance on the information in these letter templates.

\*Terms and conditions apply. See [esp.caledonianlife.ie](http://esp.caledonianlife.ie) for more details.