



Help your client protect what matters most with a little help from LV=

To make life easier for you and your clients, we've launched a range of tools designed to highlight the need for Income Protection available from www.lvadviser.co.uk.

Use them to help steer your conversations with your client towards an Income Protection sales opportunity.

Income Protection Shortfall Calculator

Among various multi-media elements, the toolkit includes an Income Protection Shortfall Calculator for financial advisers to use with clients, to show the impact that an accident or sickness could have on their monthly income. The calculator also takes into account what people may be entitled to receive from their employer if they couldn't work for a long period, and the Employment and Support Allowance (ESA) they may be able to claim.

The adviser simply inputs their client's age, annual income and the number of months of full pay they may be entitled to from their employer. The calculator then shows:

- ♥ The potential ESA the client could receive and for how long.
- ♥ The monthly income shortfall if they have no IP cover.
- ♥ The potential monthly income if they did have IP cover.
- ♥ The maximum monthly IP cover they can apply for, based on their annual salary.
- ♥ A graph showing the client's predicted monthly income over time with and without IP cover in place.
- ♥ Advisers can also print off an individual report for their client.

The Income Protection Toolkit also provides:

- ♥ Literature including client facing Sales Aids and Guides
- ♥ Access to Knowledge Hub which provides latest information about the Welfare Reform Act.
- ♥ Case Study - 'The Day Our Lives Changed'. A real life educational story for advisers to share with clients designed to raise awareness of the importance of income protection cover. The aim of the film is to spread the word to more people about the importance of protecting themselves and their families from the financial strains that could result if an illness or accident prevented them from. [Click here](#) to view 'The Day Our Lives Changed'.

Chris McFarlane, LV= Head of Protection, said: "We are committed to supporting advisers with relevant tools, information, offers and guidance to help educate their clients. The free CI offer highlights the importance of IP, both on its own and alongside CI, and will also help advisers to grow their business. Our innovative calculator is easy to use and shows in a simple graph format how IP can protect a client's regular monthly income, should the worst happen."

For more information about our Income Protection please [click here](#)