



Annuity Customer Guides – LV= helping you to help your customers.

As well as our suite of literature to guide you through the technicalities of enhanced and with profits annuities, we have also produced a number of guides with the customer in mind.

We understand that approaching retirement can be a daunting time, and your customers are faced with a lot of options, many of which cannot be changed once decided upon.

Whilst the following guides are LV= branded, they are very much geared towards providing a basic understanding of your clients options. They have been designed to complement your expert financial advice, to make the transition from working to retiring that little bit easier;

Customer guide to annuities – [click here](#)

Explores the options that are available at retirement; explaining the main differences between the products and pointing out the advantages and disadvantages of each.

Customer guide to investment linked annuities – [click here](#)

Explains the difference between with-profits, unit-linked and flexible/variable (third way) annuities.

For specific detail on the LV= with Profits Annuity;

10 key reasons to choose a with-profits annuity from LV= - [click here](#)

Points out the benefits of membership, policy options available and the LV= difference.

[Click here](#) to visit our website.

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