



LV= share adviser secrets of success in helping clients to protect their income

We've announced the result of our 'Pass it On' adviser competition, in which we invited advisers to share their most successful strategies and tips for getting across to clients the benefits of protecting income against accident, sickness or unemployment.

The competition, launched to celebrate the first anniversary of our Mortgage & Lifestyle Protection (MLP) product, saw over 100 advisers submit some great tried and tested ideas.

The winning idea came from Jane Finn of Finn Associates Ltd. Jane's idea, named 'the plug', was chosen by independent judge Paul Archer, of Paul Archer Training. Jane uses a simple diagram to illustrate how quickly income will run out, pension saving will stop, savings will be drained and mortgage payments missed, with the client's life effectively going down the plughole. She then offers a 'plug' in the form of protection and finds few clients turn down this option.

At LV= we believe that sharing ideas combined with our market leading Mortgage & Lifestyle Protection product will help advisers to grow their protection sales.

[Click here](#) for more and to read Jane's winning idea in full.

Look out for more of the other great ideas we received from advisers over the coming months!