

Intermediary Designed

Legal & General Rental Protection Plan

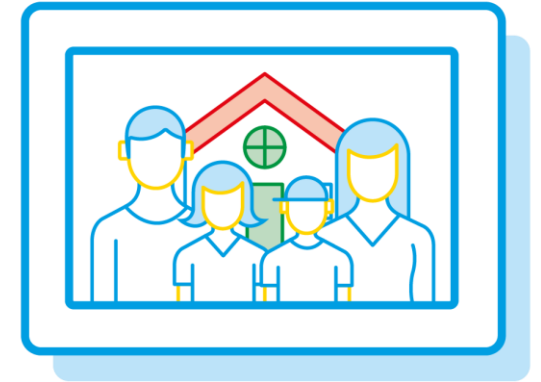
Briefing Pack, September 2019



What we're doing.

Following our successful pilot, we aim to fully rollout our intermediary exclusive Rental Protection Plan on September 23rd 2019;

- This new offering for the rental market aims to help tenants continue to pay their rent, and/or additional bills in the event of not being able to work, death or suffering a critical illness
- Gives renters the protection they need to provide financial security to stay in their home
- A simple product with 3 different benefits within the plan;
 - Rental Income Protection
 - Rental Life Insurance
 - Rental Life Insurance with Critical Illness Cover



Why we're doing it.

Intermediary Designed. Driven by positive feedback of our pilot, customer research, and the demand for a simple product to help protect the income of tenants.

Customer Benefits

- UK rents are expected to climb by 15% over the next five years
- Helps ensure customers stay in their home should the worst happen

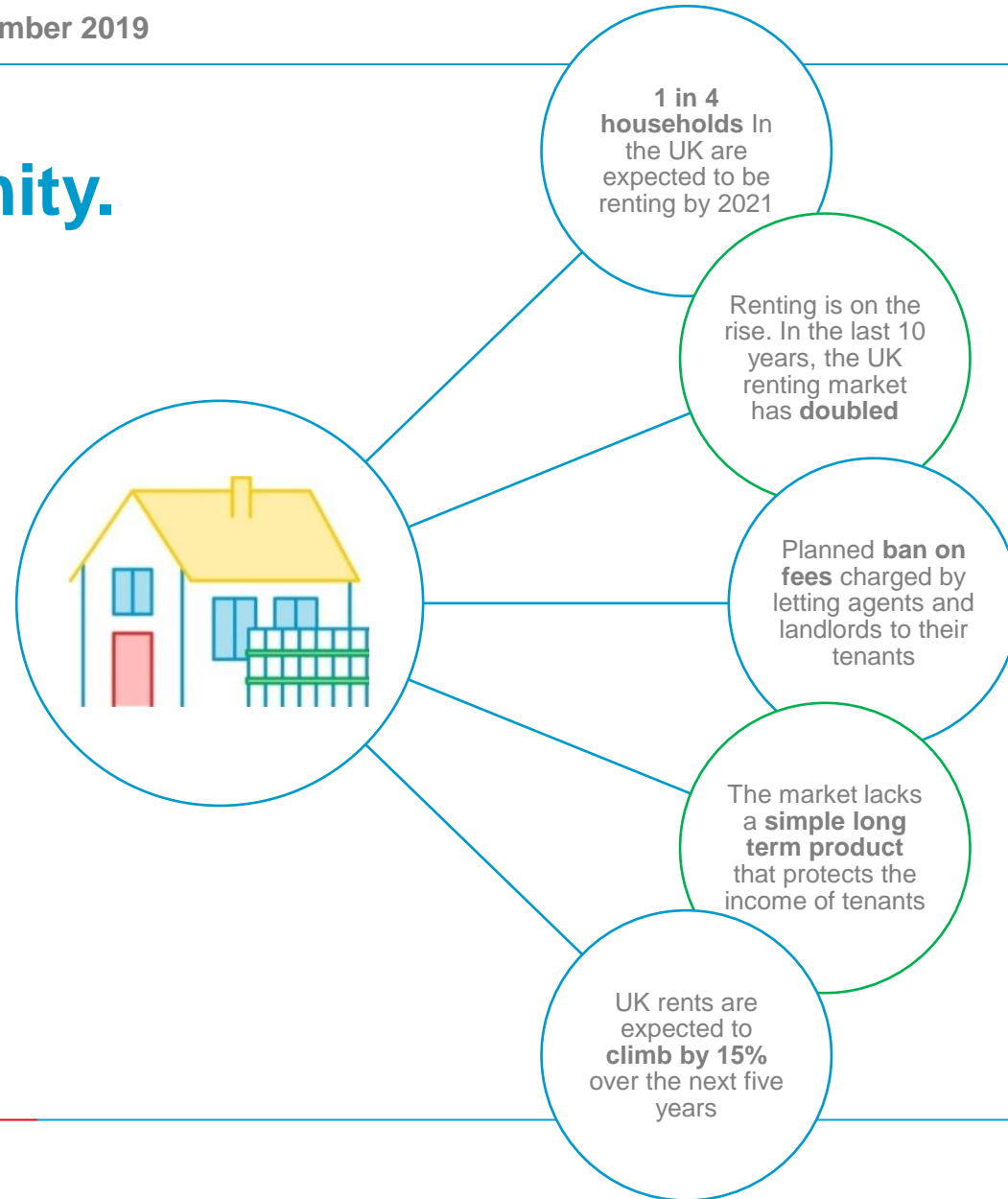
Adviser Benefits

- New unique offering to the market
- The market lacks a simple long term product that protects the income of tenants
- Almost one in four households in Britain will be renting privately by the end of 2021

Intermediary Benefits

- Intermediary exclusive offering is designed specifically for tenants in rented accommodation
- Offering includes additional benefits such as our Rehabilitation Support, Nurse Support, and the new 'Switch' benefit.

The opportunity.



The market.

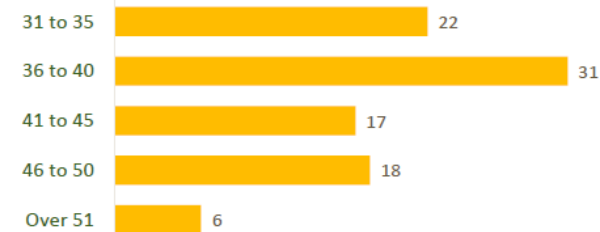
Consumer Research

Undertook to assess the naming preference of the product, appeal of the overall proposition and the likelihood to purchase. Here's the demographics;

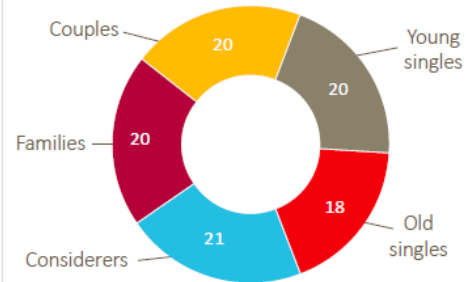
Gender (%)



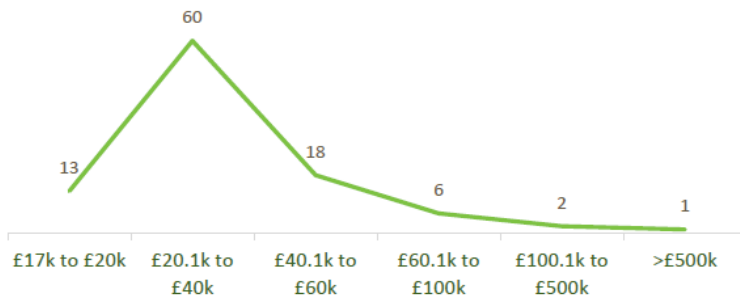
Age (%)



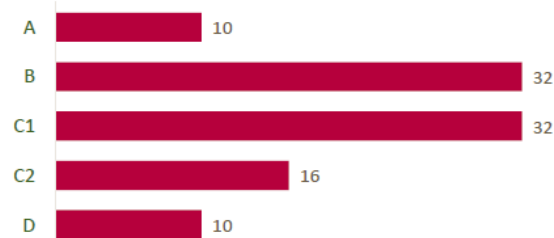
Segment (%)



Personal income (%)



Social Grade (%)



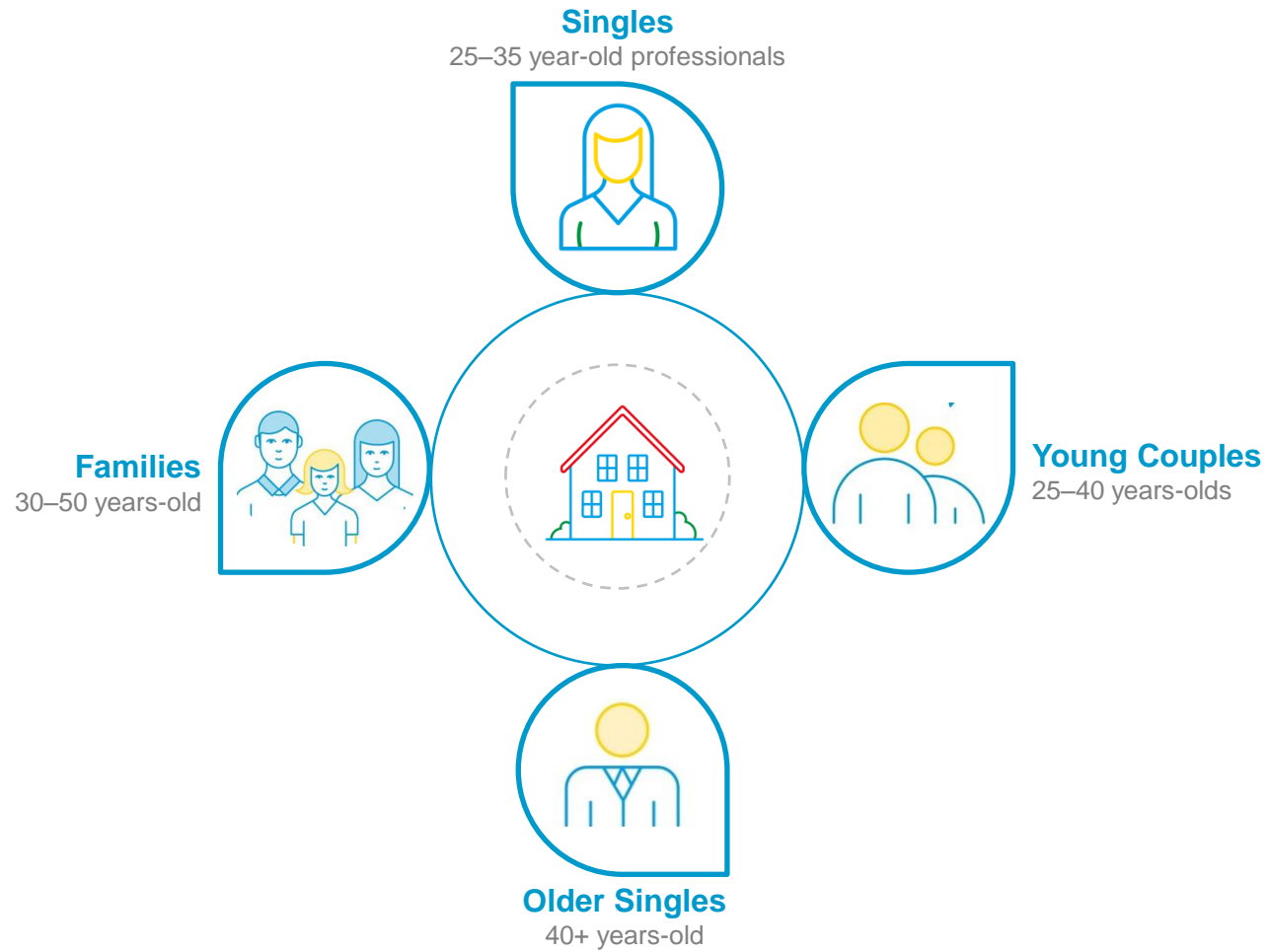
You never know when something like this could happen, it covers a lot of things
Couple

I know how hard it would be to cover my rent if I was not working
Considerers

Seems straightforward and easy to understand. Covers everything you need
Family

The market.

Target market



The market.

Target market: Top 2 customers



Take a look at 'Meet your Customers' to find out more.

The product.

Legal & General Rental Protection Plan offer three different benefits within the plan, customers can choose the protection that fits their lifestyle.



Rental Income Protection Plan

Provides financial support to cover rent payments in the event of an illness or incapacity leading to the inability to work and loss of income. Available as single life plan only.



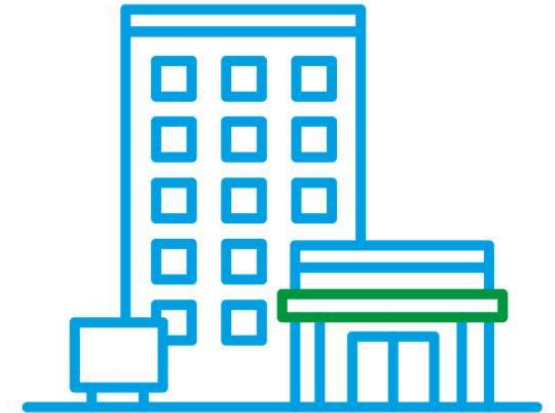
Rental Life Insurance

Provides financial support to your surviving family to cover rent payments in the event of your death. Available as single or joint life plan.



Rental Life Insurance with Critical Illness Cover

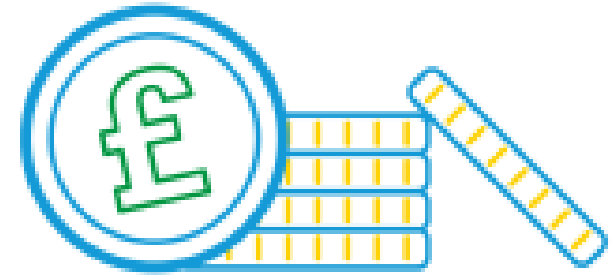
Provides financial support to you or your family to cover rent payments in the event of your death, or if you suffer from a specified critical illness during the length of the plan. Available as single or joint life plan.



The product.

Rental Income Protection Plan

- Specific rental-based option which allows your client to increase the benefit amount if their rent increases.
- Includes all existing Income Protection Benefit Plan features such as Income Guarantee, Linked Claims & Hospitalisation Benefit, and our Rehabilitation Support Service, offering health assessments, support and advice.
- Switch option. If your client no longer rents a property as a result of taking out a mortgage, they have the option to change this policy to our Income Protection Benefit plan.
- Stepped Benefit offering the choice of two deferred periods and two levels of cover, ideal if continuing income from their employer reduces over time.
- Low Cost Option provides a way of keeping the premiums down as the maximum claim duration is restricted to 24 months. Multiple claims can be made.
- A suite of Nurse Support Services is also included as standard, offers support such as mental health and serious illness.



The product.

Rental Life Insurance

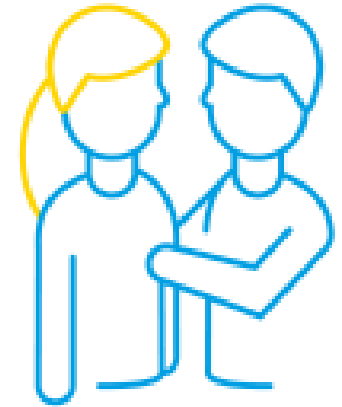
- A monthly benefit to provide cover in the event of death or diagnosis of a terminal illness during the length of the plan.
- Specific rental-based option which allows your client to increase the benefit amount if their rent increases.
- Can be used to help pay their rent or help protect their family's lifestyle and everyday living expenses.
- The option to receive a commuted lump sum at claim as opposed to monthly benefits.
- A suite of Nurse Support Services is included as standard, offers support such as mental health and serious illness



The product.

Rental Life Insurance with Critical Illness Cover

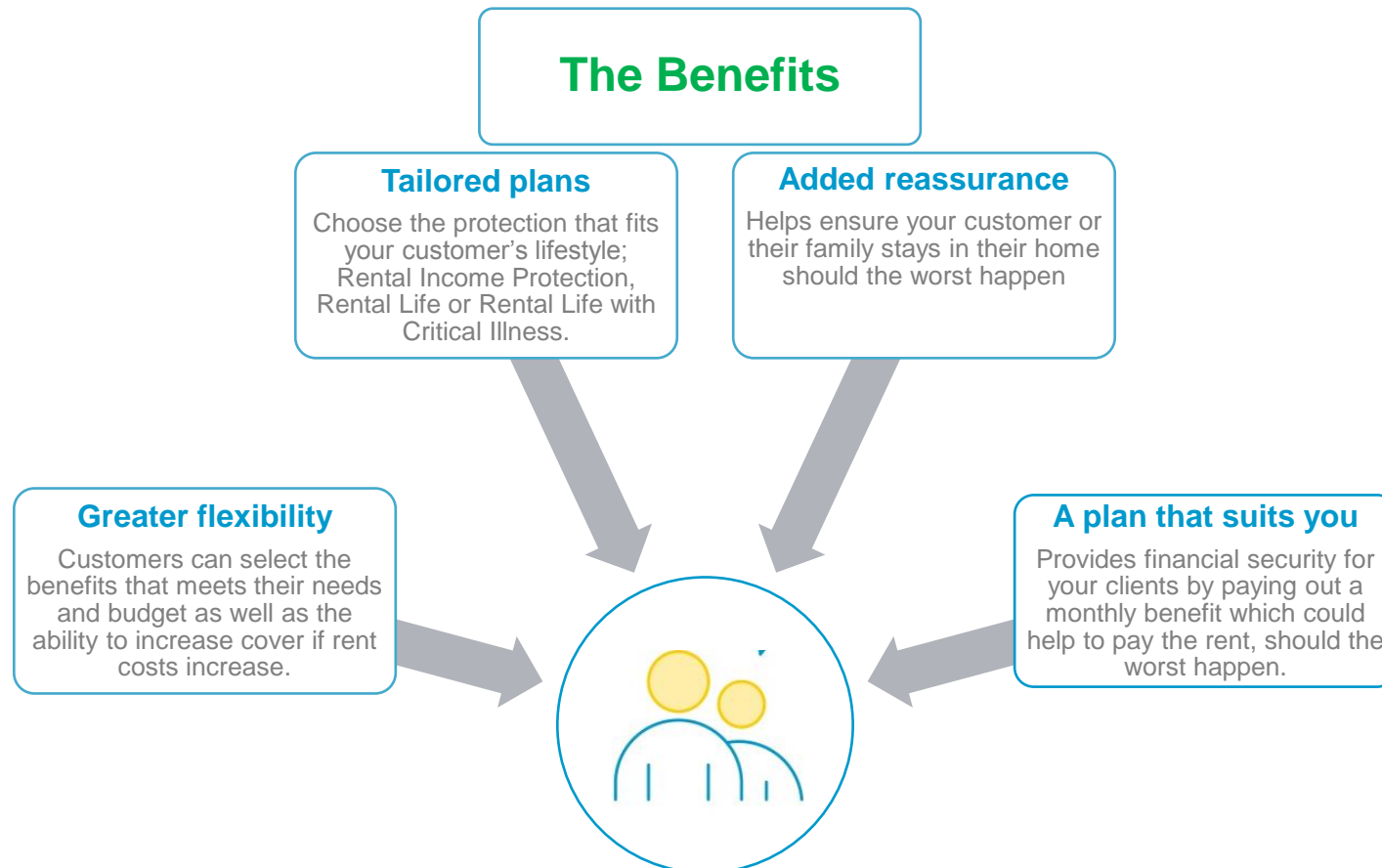
- Includes all existing Family and Personal Income Plan with Critical Illness Cover plan benefits.
- Option to receive a commuted lump sum at claim as opposed to monthly benefits.
- Children's Critical Illness Cover comes as standard during the length of the plan.
- Terminal Illness Cover come as standard during the length of the plan.
- Specific rental-based option which allows your client to increase the benefit amount if their rent increases..
- A suite of Nurse Support Services is included as standard, offers support such as mental health and serious illness



Sales & marketing: Messages

“Protect the roof over your head”

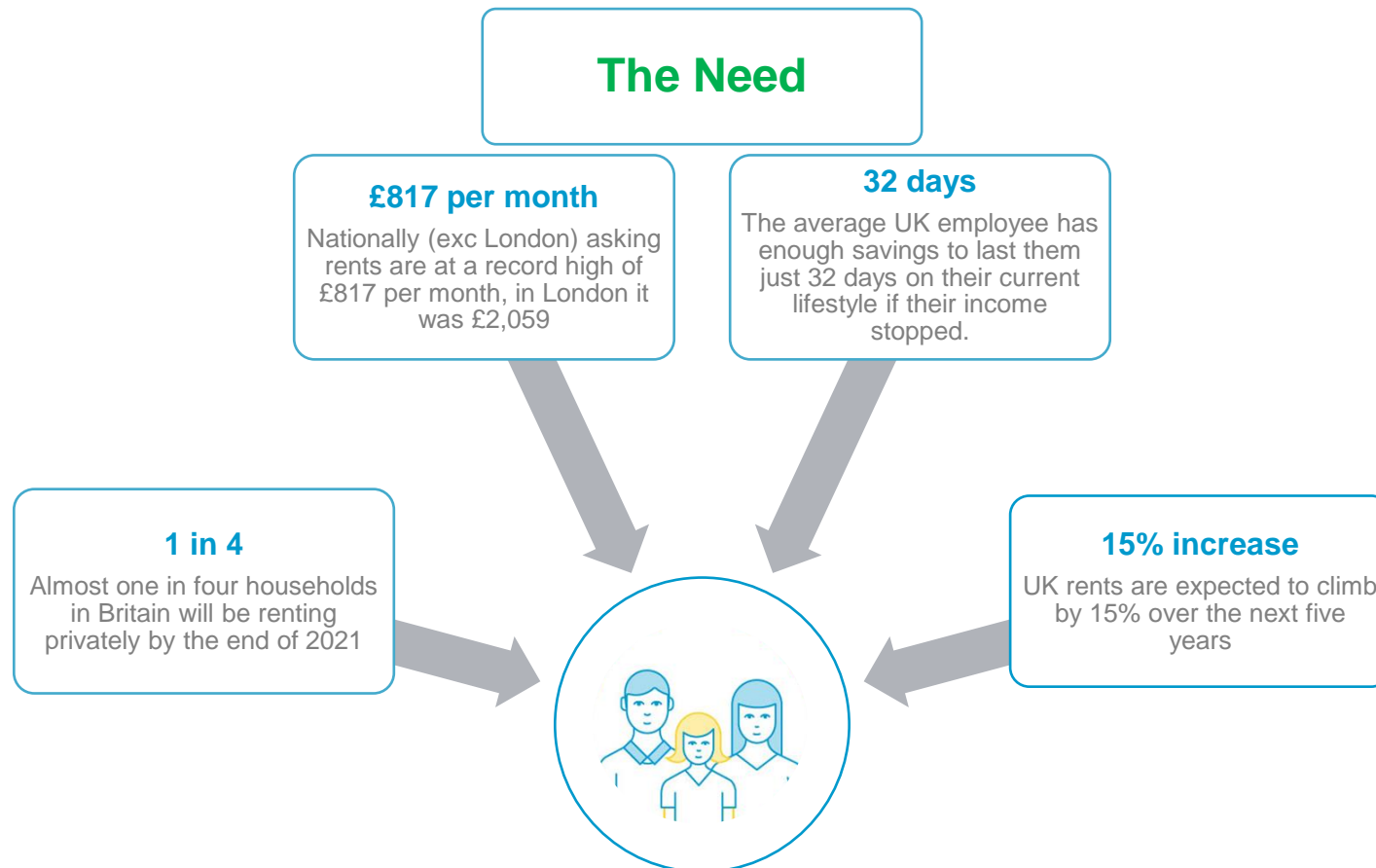
“Our Rental Protection Plan could help you pay the rent on your home when you can’t.”



Sales & marketing: Messages

“Protect the roof over your family’s head”

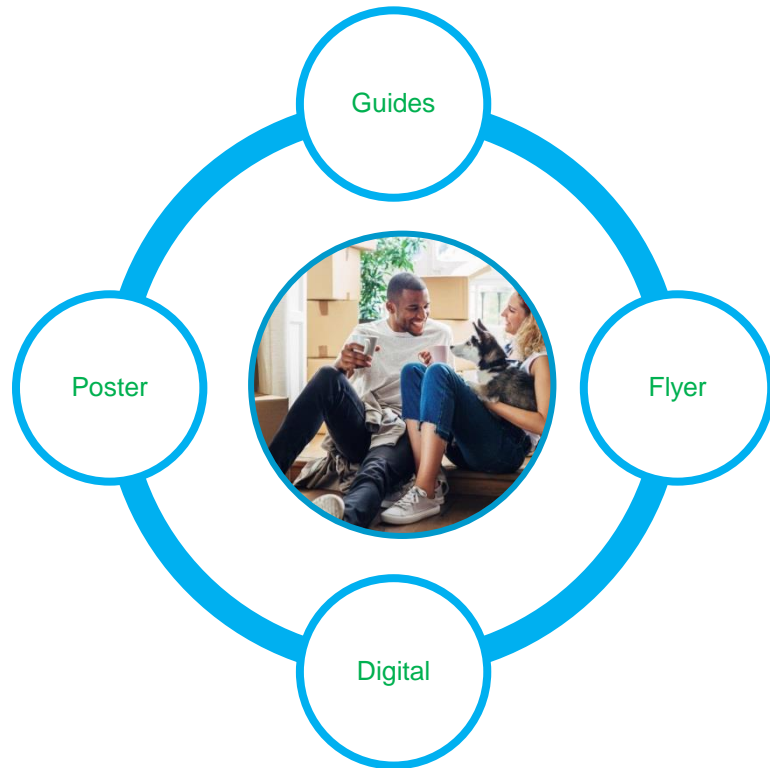
“Your rented property is more than just the place you live, it’s your home”



Sales & marketing: Collateral

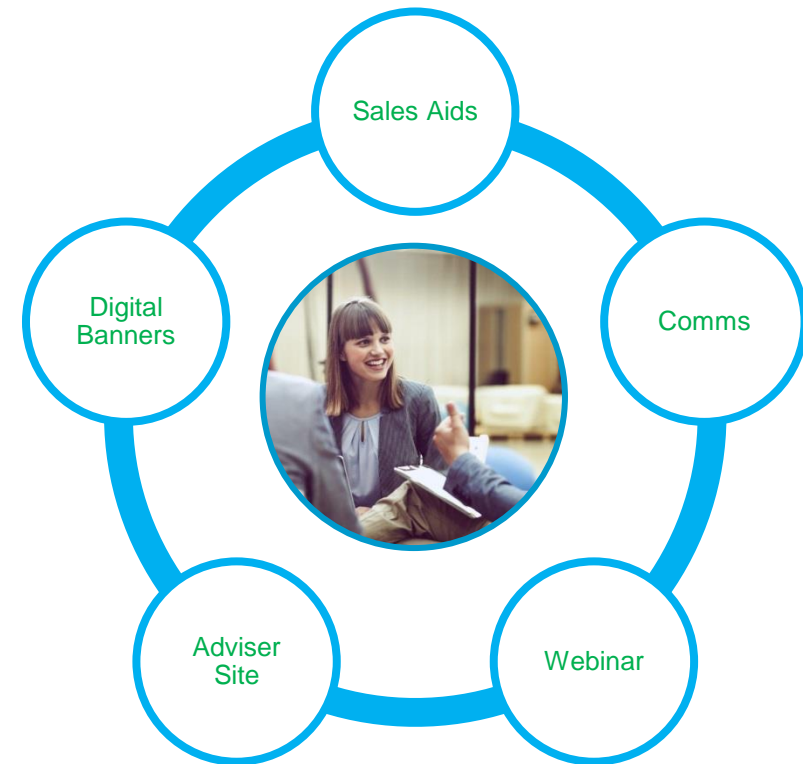
Customer:

“Protect the roof over your family’s head”

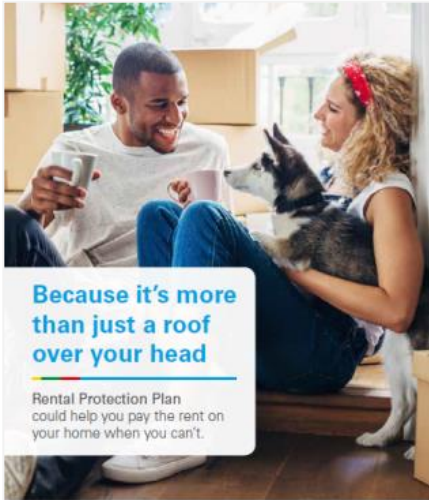


Adviser:

“Protecting the roof over your client’s head”




Sales & marketing: Collateral



Because it's more than just a roof over your head

Rental Protection Plan could help you pay the rent on your home when you can't.




Rental Protection Plan

Your rented property is more than just the place you live, it's your home

Have you ever thought how you'd cover the cost of your rent if you were to become ill or injured and were unable to work?

The average UK employee has enough savings to last them just 32 days on their current lifestyle if their income stopped. But with Legal & General's Rental Protection Plan, you can provide the financial security you and your family need should the worst happen.



2



Legal & General Rental Protection Plan

Talking to our customers




Because it's more than just a roof over their head, it's home


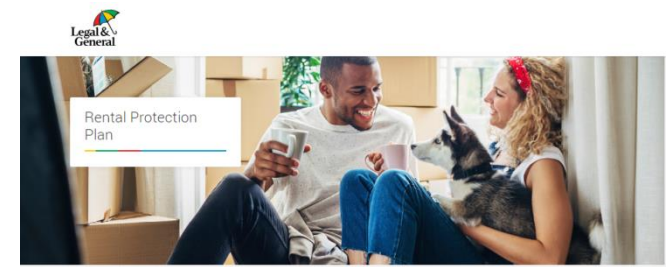
Our Rental Protection Plan could help your clients pay the rent on their home when they can't.




Protect the roof over your family's head

Our Rental Protection Plan could help you pay the rent on your home when you can't.

Speak to your Adviser to find out more


Rental Protection Plan

Introducing our new plan that can help pay your client's rent when they can't

Renting is on the rise. In the last 10 years, the UK private renting market has doubled. Trouble is, where homeowners see the need for protection to cover their mortgage, renters don't. It means they are therefore leaving themselves vulnerable should something happen to them. That's where Legal & General's new Rental Protection Plan can help. It can financially protect your clients by helping to pay the rent, should the worst happen.


- Nearly 1 in 4 people in the UK are expected to be renting by 2021
- UK rents are expected to climb by 15% over the next five years
- Renters spend 40% of their income on housing costs, double what owner-occupiers pay

[View online](#)



February 2019

Rental Protection Plan



Feedback.

“As part of MAB’s growth plans we are deliberately widening our addressable market. Being able to promote Protection to Tenants with L&G this year has helped us to make meaningful inroads into our plans in this regard, specifically engaging with tenants who are aspiring to buy their first homes. Strategically this is important for us and L&G has been instrumental in helping us to enjoy success in the area. Most importantly our partner AR firms that have embraced this have helped many tenants to be protected, where invariably previously they weren’t.”

Ben Thompson, Deputy CEO, Mortgage Advice Bureau

“We are very much looking forward to working alongside L&G with the introduction of the Renters Income Protection product. Renters are often overlooked in the protection market and their needs are as important as they are for those taking out mortgages. The ongoing debts and worry people experience should they lose their income is the same whether the person has a mortgage to support or a fixed term let. Offering renters Income Protection to safeguard and cushion all those financial worries can only be a positive step forward for all.”

Paul Bumford, Chief Operating Officer, Andrews



Meet your customers



Young Couples

Who are we? 25–40 years old

Why are they renting? Saving for a mortgage / Enjoying the freedom renting provides.

Rental Protection Plan option: Income protection is very important to this group. They may want Life Cover and perhaps some Critical Illness Cover too.

Meet Harry and Chloe

Harry and Chloe are both 28 years old. They recently moved out of their parents' homes and started living together in a rented flat in London. After moving in, they realised that if one of them were to become ill and couldn't work, they wouldn't be able to cover the rent payments.

They spoke to their letting agent who told them about Rental Protection Plan and put them in-touch with an adviser at the Mortgage Advice Bureau. Harry and Chloe meet with the adviser and he recommended they both take out protection.

Now they have the reassurance of knowing that in the event of a valid claim during the length of the plan they could receive a monthly benefit to help pay the rent.



Note: case studies are made up for illustration purposes only

Families

Who are we? 30–50 years-old

Why are they renting? May want to buy something in the future but are happy renting right now / Don't have enough money saved to put down a deposit on a mortgage / They see where they live as a more permanent home than just a quick stop.

Rental Protection Plan option: Income protection is a good choice. If they have children, then they should consider joint life cover too and perhaps Critical Illness Cover.

Alfie and Laura's story

Alfie and Laura are proud parents of twins, Ernie and Evie. Alfie, being the breadwinner, needs to make sure that if he cannot work, they still have an income coming in to pay for food and bills, as well as cover for their rented 3 bedroom house in Birmingham. When they took out the rental agreement, the adviser talked them through the different products available within the Rental Protection Plan. Alfie thought it was really important for his income to be protected so took out income protection.

Both Alfie and Laura felt they should have some Rental Life Insurance just in case the worst happened. They opted to take out Rental Life Insurance with Critical Illness Cover for both of them on a joint life policy, Children's Critical Illness Cover is included at no additional cost too.

Having this level of protection in place has provided Alfie and Laura with the reassurance that, if the worst happened during the length of the plan, one of them could continue to pay the rent and live in the home they love.



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Intermediary Designed

legalandgeneral.com/rpp

For further information, speak to your Legal & General contact.



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