



# Protection Guru

*Now including  
historical Critical  
Illness comparisons!*

## Protection Guru Pro



### **Three reasons revisiting protection conversations should be a priority for us all**

Did you know that, according to the Association of Mortgage Intermediaries, only one in two advisers regularly revisit their clients' protection needs?

With everything advisers need to do to protect clients and comply with Consumer Duty, revisiting existing client's needs can sometimes fall further down the priority list.

But those advisers who don't have time to revisit protection conversations could be missing a great opportunity – not just to ensure clients are adequately protected but to demonstrate the value of advice.

[Read more](#)

Also on Protection Guru recently...



**'Claims is the area we will all be judged': Here's how to improve the journey**

[Read more](#)



**How can protection specialists build trust with referral partners?**

[Read more](#)



**Single Life, Joint Life and Menu Plans – What are the best options from a consumer perspective? – Forum recap part 1**

[Read more](#)



**Exploring AI in Financial Advice, Consumer Duty, and Key Protection Insights: Highlights from Protection Guru**

[Read more](#)



**Optimise your Consumer Duty Compliance and increase your income : Seamlessly Integrate Protection into Your Mortgage Process**

[Read more](#)

*Copyright © 2024 Financial Technology Research Centre Limited, All rights reserved.*

This email is for business users only. You are receiving this email because: (i) you requested to be included on our mailing list; or (ii) we have an existing business relationship with your organisation; or (iii) it adheres to the basis of legitimate interest as defined by the UK ICO. If you do not wish to receive any further emails from us, unsubscribe from this list below. Please visit our [website](#) to review our Privacy Policy.

**Our mailing address is:**

Financial Technology Research Centre Limited  
70 Gracechurch Street  
London  
EC3V 0HR  
United Kingdom

[Add us to your address book](#)

Want to change how you receive these emails?

You can [update your preferences](#) or [unsubscribe from this list](#)