

With us, you get more than just protection solutions,
you get a **partnership dedicated to your success**
and your clients' financial wellbeing.



Fi Wynn,
Head of Proposition



Making Protection Personal

A Four-point Action Plan

Earlier this month, The Association of Mortgage Intermediaries (AMI) launched their 2024 Protection Viewpoint report – 'Making Protection Personal.' The report was created in partnership with Royal London and Legal & General as a result of research carried-out on 3,000 customers and 300 financial advisers across the country.

The new AMI four-point action plan

Following the research findings and an additional community group study, AMI unveiled a four-point action plan aimed at supporting financial advisers in the evolving protection landscape:

1. **Build in a human element upfront** – take time to understand personal circumstances and situations before explaining products
2. **Make products easy and accessible** – avoid jargon and find ways to make them easy to understand
3. **Allow clients to feel in control** – give them time to think about them, research them and ask additional questions
4. **Focus on the positives** – highlight how the products can provide help in the worst situations, share examples of this and reassure clients that they have real value

[Read The Full Report](#)

For further information please speak to your usual Royal London contact or visit adviser.royallondon.com/protection