



The Friendly Round-Up: Stronger partnerships, smarter protection

Hi ,

Thanks to your continued support, we're building stronger partnerships and helping more clients get the protection they need. From new product launches to record-breaking sales, here's your round-up of the latest highlights from Q3.

Q3 Highlights:

- **We launched Friendly Dentist, a new service for your clients.** Friendly Dentist+ launched on new Friendly Shield policies and Friendly Dentist was rolled out to our Accident Only Income Protection, Income Protection and PMI products to both existing and new members.
- Our **new online nominations** service is now live. Your clients can quickly and securely nominate who they'd like their life assurance policy benefits to go to, without the hassle of forms or post. This is also a great retention tool – policies with nominations in place are 19% more likely to persist.
- **Broker Portal+ is now live.** We've made it easier by having everything you need in one place. View policy details, access and download policy documents, track Income Protection applications and view commission information. Log in today and see the difference!

- We concluded our **Cover the Country campaign** where 3 advisers won Amazon gift cards worth up to £250.
- We've **merged our Claims and Customer Services people under one team, 'Member Services'** to be even more efficient.
- **Working faster:** Did you know we have the facility for you to send a payment link to your client to collect their first premium? This helps onboard the client quicker whilst providing a quicker commission payment for you. Contact your BDM or brokersupport@nationalfriendly.co.uk to get your link ready.
- **Award-worthy service:** We're finalists at the 2025 COVER Magazine Excellence Awards! We're proud to be shortlisted in two prestigious categories at this year's Awards: Outstanding Individual Income Protection, Outstanding Protection Product Innovation – with Friendly Shield.

Q3 in Numbers:

- **Support** that doesn't keep you waiting: 78% of adviser calls have been answered in under 20 seconds this year.
- **Rated Excellent on Trustpilot:** With a 4.3 out of 5 star-rating, it's clear our members feel supported when it matters most.

What is coming in Q4:

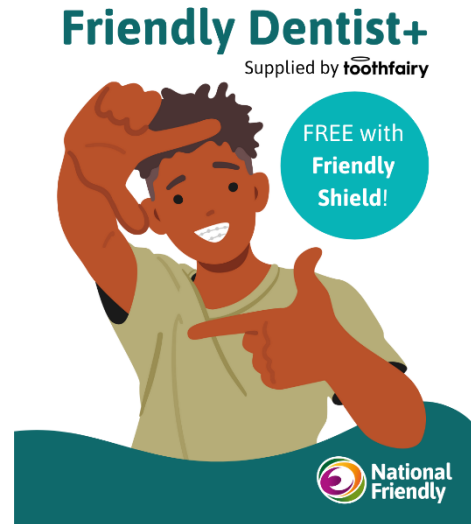
- **Awards, awards, awards!** We're proud to be shortlisted in numerous categories at:
 - o Financial Reporter's Mortgage Marketing Awards
 - o COVER
 - o Protection Review
- **AMII Conference** – We'll be there connecting with intermediaries, discussing the latest in healthcare.

In the headlines:

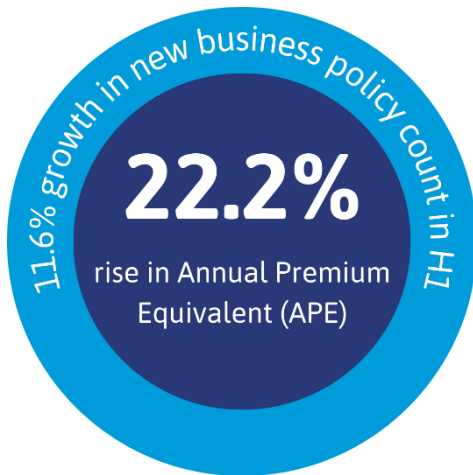
National Friendly marks the first anniversary of Friendly Shield by adding Friendly Dentist+ dental support for all new members

To celebrate one year since the launch of Friendly Shield, National Friendly has enhanced its essential protection product by including access to Friendly Dentist+

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National Friendly reports strong H1 growth and record income protection sales



National Friendly has recorded a 12% increase in new business and a 22% rise in annual premium equivalent for the first half of 2025, compared with the same period last year.

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Next Intelligence adds National Friendly to protection panel

By adding National Friendly, members of the mortgage club now be able to access a wider range of protection options.



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National Friendly updates level reviewable premium options



Provider, National Friendly, has extended its hybrid reviewable premiums for its income protection (IP) offering to include a level premium reviewable option for five years.

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We're proud of what we've achieved together so far this year – and Q4 is shaping up to be even bigger, with more award ceremonies, product development and adviser support initiatives on the horizon.

We appreciate your partnership and look forward to another great quarter ahead!

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Best wishes,

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Commercial Director



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