

REASONS TO SELL BUSINESS PROTECTION.

There are many compelling reasons for a business to take out a protection policy. Your clients could benefit both today and in the future.

- **Added peace of mind** that the business could be financially secure.
- **Helps protect a partner or director's financial share** in the business in the event that they fall terminally or critically* ill or die.
- **Eases the pressure** on business owners to return to work quickly should they fall critically* ill.
- Provides evidence of **good practice**.
- Demonstrates proof of **an effective disaster recovery strategy**, which helps reassure customers that the business is stable.

*If critical illness cover is chosen as an additional option.



