



## LEGAL & GENERAL IS PREFERRED PROTECTION PROVIDER FOR IFAS

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Legal & General has reinforced its position as the UK's leading protection company <sup>(1)</sup> by being rated the preferred protection provider by IFAs. The report, commissioned by Defaqto, reveals that IFAs have placed Legal & General first choice for term assurance, term assurance with added critical illness cover, standalone critical illness cover and whole of life contracts. Legal & General was also second for whole of life with added critical illness cover and third for income protection insurance.

### **Alan Ferguson, Legal & General's Protection Marketing and Channel**

**Development Director said:** "While our ability to price competitively remains a key driver for IFAs, this report shows that being able to process large volumes whilst maintaining high standards of service is an important consideration. This is why we are market leader."

The 500 IFAs questioned by Defaqto ranked Legal & General sixth for service and the report showed that the company had improved in almost all areas on last year. The report stated that: "Legal & General is one of the most nominated preferred providers in the study."

IFAs ranked timeliness of claims payment, claims management and timeliness of processing applications as key aspects of a provider's service.

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