

LifeQuote makes comparison research tool available to all advisers

LifeQuote's insurer comparison service, SmartCompare, was launched to Quilter advisers in Q4 last year and is now being made available to all advisers that would like access to it. The new tool provides a quick simple way of comparing insurer product features, across Term, Critical Illness, Income Protection, Family Income Benefit and Whole of Life either as a standalone tool, or linked to personalised quotes and premiums from the LifeQuote panel.

The tool has been designed to compare fact based information to assist an adviser in making an informed recommendation, and demonstrate the product justification to the client. It also includes data from LifeQuote's own processing experience giving insight into areas such as percentage of clients immediately accepted and the number declined. A filter functionality helps find specific information within the database.

"With SmartCompare we are providing advisers with the ability to review insurers side by side and evaluate products based on the features they and their clients may find important" says Neil McCarthy, CCO at LifeQuote. "We are not trying to add a score or deliver a ranking to products. Used with LifeQuote's illustration platform it automatically links the product premiums with the insurer features which is key to delivering the right value solution. As a modern online system it has been built to enable advisers to easily share with clients, create reports and produce research evidence when required."

The system is available to advisers on a monthly licence fee, although advisers that use LifeQuote's application services regularly become eligible for free use of SmartCompare.

For full details contact LifeQuote on 01243 791199 or visit www.lifequote.co.uk

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Notes to editor

Direct Life & Pension Services Ltd (Direct Life)

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Direct Life, established in 1990, is one of the largest wholesale providers of protection products and services in the UK. Its protection sales platforms and administration services are used by many of the UK's leading wealth management, mortgage and protection advisers, as well as national consumer

facing aggregators. LifeQuote is a trading style of Direct Life providing quoting, application and case management services to intermediaries.

LifeQuote

<http://www.lifequote.co.uk>

At LifeQuote we believe that too many people in the UK lack the insurance they need to protect them from devastating life events. That's why at LifeQuote we've been offering advisers our comprehensive administration and new business support since 2001. As the UK's leading specialist outsourced protection service for advisers, we provide a range of tools and administrative services, for busy advisers and paraplanners, to help them protect more clients and grow their business.

Direct Life is proud to work with the following insurers: AEGON, AIG, Aviva, Beagle Street, British Friendly, Guardian, Holloway, HSBC, Legal & General, LV=, One Family, Royal London, Scottish Widows, The Exeter, Vitality, Zurich.