



Let's get down
to business

bright grey®

Protection. We make it personal

Isn't it time you took a closer look at Bright Grey?

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Protection. It may be business, but it's always personal.

At Bright Grey, we believe in getting up close and personal when we do business. That's the best way for us to understand what you and your clients need so we can provide the personalised products and services that will satisfy you both.

We've written this brochure to make it easier to do business with us. It shows you how to tailor our protection menu to suit your clients' needs and budgets. And it provides ideas and information to help you protect and grow your protection business.

Totally dedicated to protection.

Totally committed to advisers.

We concentrate 100% of our efforts on protection. That's because we believe it's better to do one thing brilliantly than to do a lot of things fairly well.

We designed our Personal Protection Menu to work hand in hand with the advice process. It allows you to offer your clients innovative, purpose-built protection plans tailored precisely to their personal needs.

We also back our products with truly personal service, efficient processing and real customer care. And as well as providing financial support, we offer our unique Helping Hand service, which provides emotional and practical support at no extra cost as part of every menu plan.

We recruit and train all our relationship managers to understand your business, your processes and your ambition. Then we work with you to provide ways that will help you protect and grow your protection business.

By focusing on doing this one thing very well, the better our products are, the more personal our services, and the stronger your relationship with your clients will be.

The top 5 reasons to choose Bright Grey:

Knowledgeable and commercially aware sales team to support you

Products designed to suit the advice process

Efficient servicing and new business processing teams

Big parent company providing financial strength and stability

Winners of the Financial Adviser's 5-star award for service in 2008, 2009 and 2010



“ It was a conscious decision to focus on just one thing – protection. And do it brilliantly. ”

A handwritten signature in black ink, appearing to read 'Andy Peters', with a long horizontal stroke extending to the right.

Andy Peters
National Partnerships Director



Our menu
provides the
best ingredients.
**It's your skill
that creates the
perfect blend.**

“ At Bright Grey they understand that the advice I give today won't be the advice I give tomorrow. ”

Roy McLoughlin

Roy McLoughlin
Independent Financial Adviser

10
covers, but
1 application form,
1 plan charge and
1 direct debit

Every client you see is different. Even if at first glance they appear to be at a similar stage in life as the last client, they will have different needs, different priorities, different hopes and expectations.

That's why at Bright Grey we make it easy for you to create protection plans that are truly personalised. With our Personal Protection Menu you can tailor a plan that fits each individual's personal needs – and budget – perfectly.

In fact, you can mix and match up to 10 covers with different options, terms and amounts for each. The combinations are as flexible as your customers. And with one application, one plan charge, and one direct debit, the process is simple.

And it doesn't end there. People change and so do their circumstances. The plan your client needs today may not be the plan they need tomorrow. But with the Bright Grey Personal Protection Menu you can add, alter and remove covers when you need to. Giving you the opportunity to review their needs and make sure your client appreciates your advice.

So their protection plan will always be truly personal to them.

Our range of covers:

Life Cover

Critical Illness Cover

Life or Critical Illness Cover

Children's Critical Illness Cover

Income Cover for Sickness

Payment Cover for Sickness



Defaqto is an independent financial research company that specialises in rating, comparing and analysing financial products.

Your advice and our menu –

What can vary	The options	Life Cover	Critical Illness Cover	Life or Critical Illness Cover	Income Cover for Sickness	Payment Cover for Sickness	What the options mean
Which person is covered, and when we pay the cover	Single life	●	●	●	●	●	'Single life' means only one person is covered.
	Joint life first event	●	●	●		●	'Joint life' means 2 people are covered. 'First event' means we will only pay the first time the event happens.
Term of cover	1-40 years	●		●		●	How long the cover lasts for.
	5-40 years		●		●		
Maximum amount of cover	£5,000,000	●					Your client can apply for any amount up to whichever is the lower of the amounts shown. ○ = Only available if the payments are reviewable.
	£100,000 each year	●					
	£1,000,000		●	●			
	£17,500 each year		●	○			
	50% of pre-tax earnings				●		
	£12,500 each month				●		
Maximum age when the cover starts	54			●			The oldest the person covered can be when the cover starts (attained age). ○ = Only available if the payments are reviewable.
	59				●		
	64		●	○			
	83	●				●	
Maximum age when the cover ends	64				●		The oldest the person covered can be when the cover ends (attained age). ○ = Only available if the payments are reviewable.
	69			●			
	74		●	○			
	84	●				●	
Payment of the cover	Level lump sum	●	●	●			'Lump sum' means the cover is paid as a single amount.
	Increasing lump sum, increasing by a selected rate (2-5%)	●	●	●			'Increasing' means the cover will go up each year by the rate agreed.
	Increasing lump sum, increasing by retail price index (RPI)	●	●	●			
	Decreasing lump sum	●	●	●			'Decreasing' means the cover will go down each month in line with a repayment mortgage that has the interest rate shown on the cover summary (0-15%).
	Decreasing lump sum, decreasing in line with the mortgage repayment guarantee	●	●	●			Providing the term and amount of cover is the same as the term and amount of your client's mortgage, we will pay their outstanding mortgage.

designed to work hand in hand.

What can vary	The options	Life Cover	Critical Illness Cover	Life or Critical Illness Cover	Income Cover for Sickness	Payment Cover for Sickness	What the options mean
Payment of the cover (continued)	Level income	●	●	○	●		'Income' means the cover is paid as a regular payment each month. ○ = Only available if the payments are reviewable.
	Increasing income, increasing by a selected rate (2-5%)	●	●	○	●		
	Increasing income, increasing by RPI	●	●	○	●		
Whether payments change or not	Guaranteed payments	●		●	●	●	'Guaranteed' means the payments into the plan will not change unless the cover changes.
	Reviewable after 5 years		●	●			'Reviewable' means we can review your client's payments and may change them.
Definition of Total Permanent Disability or incapacity (section D*)	Own occupation		●	●	●	●	'Own occupation' means the essential duties of your client's occupation (see section D*).
	Working tasks		●	●	●	●	'Working tasks' means common tasks to do with work (see section D*).
Deferred period	4, 13, 26 or 52 weeks				●	●	The time before we will start paying a claim if your client isn't working because of illness or injury.
Cover payment period	Throughout				●	●	The length of time we pay the claim.
	1 year				●		
	2 years				●		
Cover increase options (section C3.2*)	Marriage	●	●	●	●		If your client's plan is accepted on standard terms, they can increase their cover without any medical evidence if any of these events happen. The increase is subject to the limits set out in section C3.2*.
	Increase in mortgage	●	●	●	●		
	Birth or adoption of a child	●	●	●	●		
Joint life separation option (section C3.3*)	Included automatically on joint plans used for mortgage protection	●	●	●		●	Your client can replace a joint plan with 2 single plans if they and their partner separate or divorce.
Joint life reinstatement option (section C3.4*)	Included automatically on joint life covers	●	●	●			If there is a claim for one person, the other person can replace that cover within 3 months of the claim being paid.
Life Cover reinstatement option (section C3.5*)	You can choose whether to add this to your plan			○			12 months after a claim for critical illness your client can reinstate their Life Cover without any medical evidence. ○ = Only available if their payments are reviewable.
Additional Conditions Cover	Included automatically if you choose Critical Illness Cover or Life or Critical Illness Cover		●	●			Pays up to £15,000 if the person covered is diagnosed with an additional condition.
Children's Critical Illness Cover	Included automatically if you choose Critical Illness Cover or Life or Critical Illness Cover		●	●			Pays your client up to £20,000 if any of their children are diagnosed with a critical illness or Total Permanent Disability.

*Sections C and D refer to the plan details for the Personal Protection Menu.

Clients often just look at costs. **Good advice makes sure they don't pay the price.**

If you recommend a protection plan based on price, you might not be giving your client best value. Sometimes you have to look a little further to see what your client might be missing.

Additional conditions covered

Bright Grey offers cover for 2 early forms of cancer:

- Ductal carcinoma in situ – a form of breast cancer, and
- Low grade prostate cancer

We'll pay 20% of the amount of cover at the time of the claim up to a maximum of £15,000.

We'll pay this over and above the amount payable for any subsequent critical illness. So if the worst happened, and your client was later diagnosed with cancer and met the definition, we would still pay the full amount they're covered for.

Association of British Insurers' definition

We offer 43 critical illness definitions, 9 of which are ABI+ definitions. We cover 17 illnesses that the ABI doesn't have standard definitions for.

Free Children's Critical Illness Cover

We automatically include Children's Critical Illness Cover up to £20,000 in all menu plans with Critical Illness Cover at no extra cost. This cover applies from when the children are 30 days old until they reach 18. We pay benefits in addition to the cover amount, up to the lower of £20,000 or 50% of the cover.

Instant cover – mortgage protection

Instant cover offers your clients up to 4 months' temporary free protection during the processing of their application.

Joint life reinstatement option

If your clients choose joint Life Cover, Critical Illness Cover or Life or Critical Illness Cover and we pay out a claim for one person, the other person can use our reinstatement option to take out a new cover. This can be based on the original payment rates and terms and conditions we offered at the start of the plan.

Life Cover reinstatement option

Clients can choose this option when they take out Life or Critical Illness Cover on reviewable rates. Your client may take out a new Life Cover only plan 12 months after we pay a claim as a result of a critical illness or Total Permanent Disability.

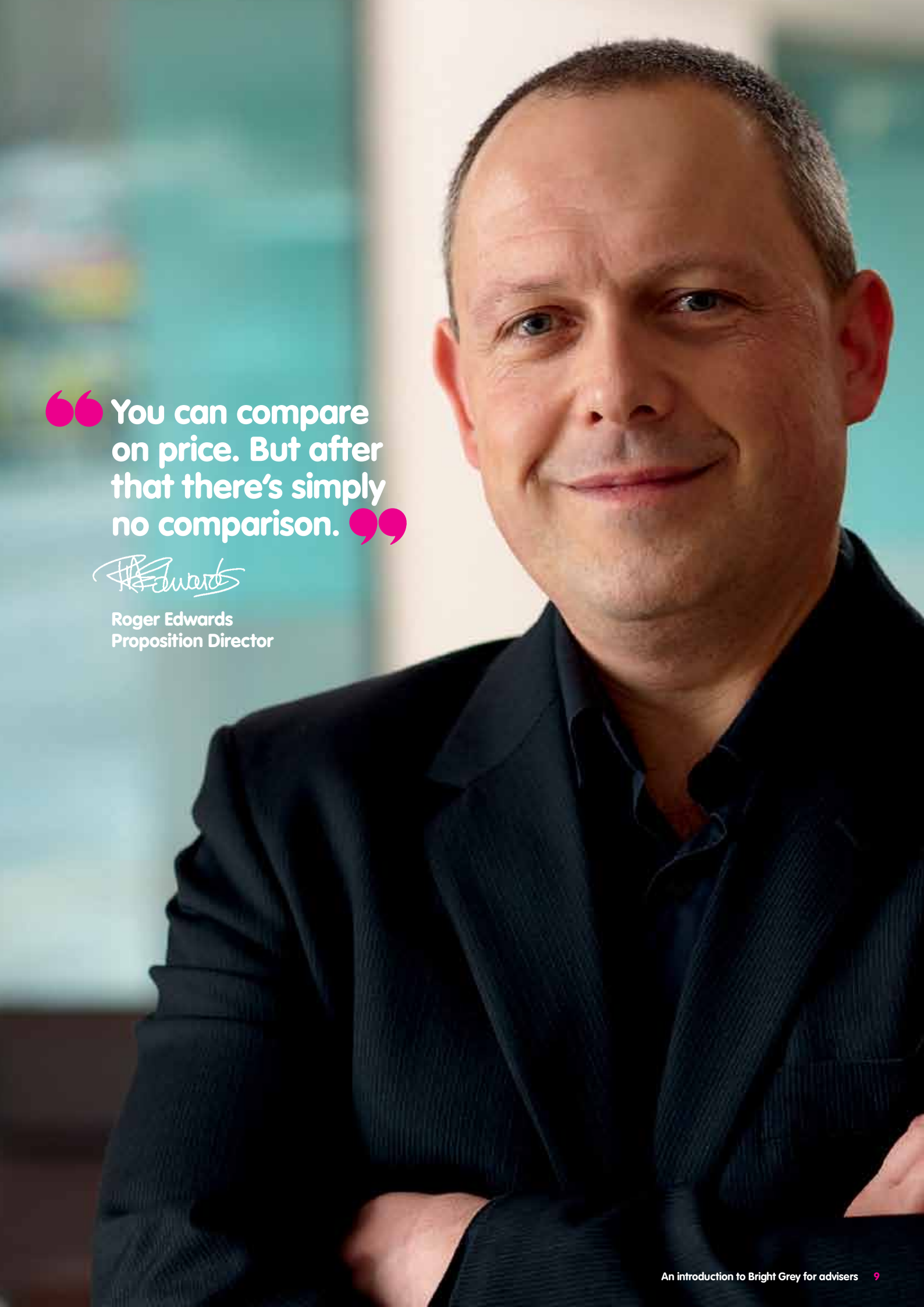
Helping Hand

We offer our unique Helping Hand service with all menu plans at no extra cost. The service includes access to your client's own personal nurse adviser.



+2

**We now offer cover
for 2 early forms
of cancer**

A portrait of Roger Edwards, a middle-aged man with short grey hair, wearing a dark blue suit jacket over a dark blue shirt. He is smiling slightly and looking towards the camera. The background is a blurred office setting with teal and white tones.

““ You can compare
on price. But after
that there’s simply
no comparison. ””

R Edwards

Roger Edwards
Proposition Director

We're bursting the myth that insurance companies never pay out.

We paid out 96% of life cover claims in the first 6 months of 2011. We really do want to pay your clients' claims. In fact, we rejected just 4% of life claims for non-disclosure.

We're proud of having developed an application form that minimises the risk of non-disclosure. We ask as many detailed questions as possible about your clients' health to encourage them to tell us everything they can.

And if the unthinkable does happen and your client's family has to make a claim, we know that a cheque is unlikely to be the first thing on their minds.

Summary of life cover claims

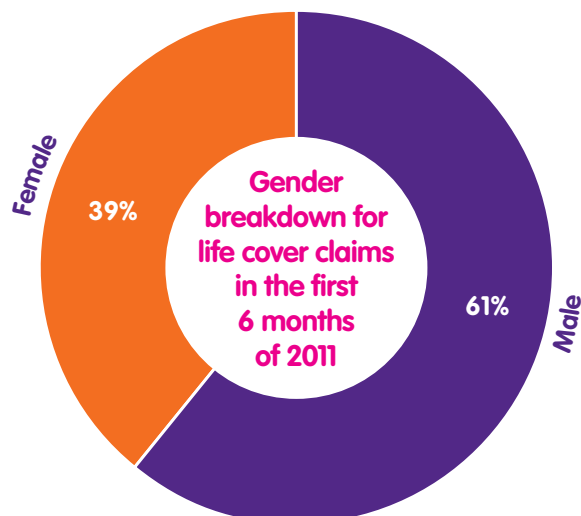
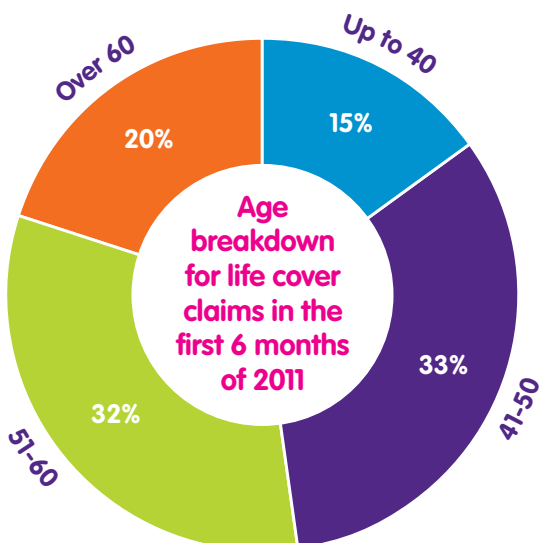
% of life cover claims paid	96%
Amount of life cover claims paid	£9.5m
Average life cover payout	£82k

That's why we include bereavement counselling as part of our Helping Hand service, which we make available to every menu plan owner. And we're glad to say that 8 out of 10 people we contacted after the death of a loved one used the service.

Source: RED ARC service analysis, 1 January – 30 June 2011.

Life cover claims

1 January – 30 June 2011



Over
1/3
of critical illness
claims paid were
for people
under 40

We're also pleased to say that we paid **90% of critical illness claims in the first 6 months of 2011 – with just 4% declined for non-disclosure and 6% for not meeting the definition.**

We recognise that it's important your clients are clear about what they're covered for. That's why we've produced 'Tell me more about the illnesses you cover', a client-facing booklet that gives clear and simple definitions of each illness.

We hope this booklet removes the uncertainty behind whether your client's claim is valid or not, and gives them confidence in when we'll pay out.

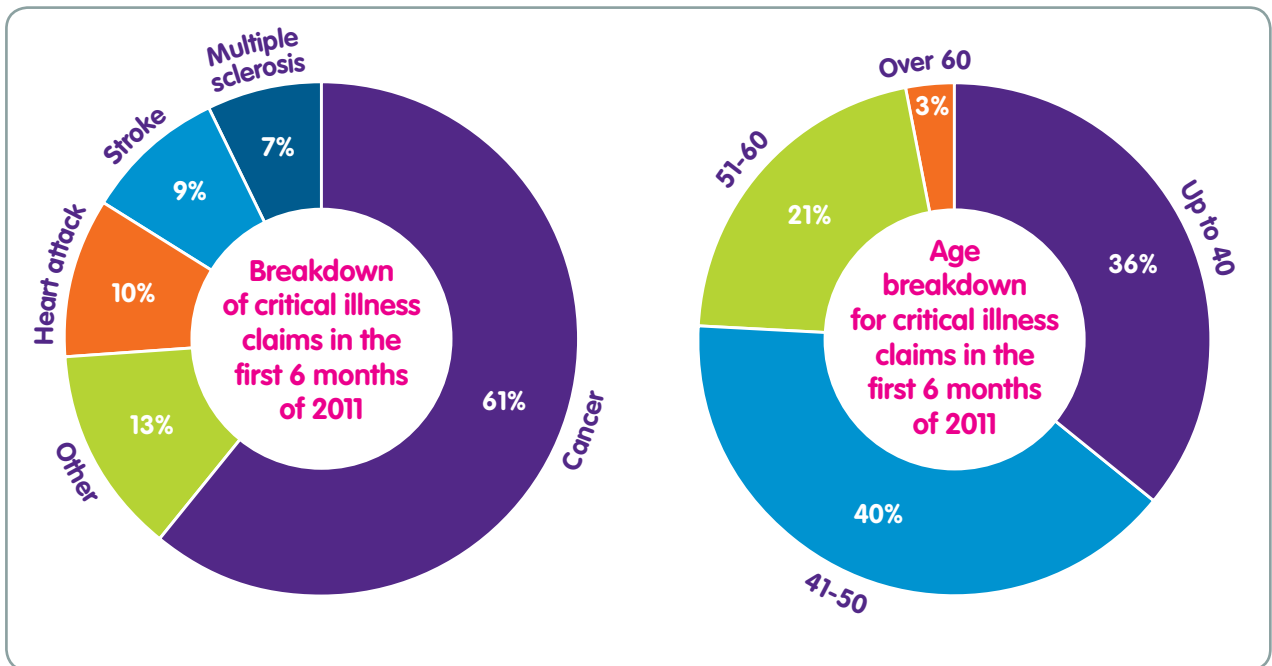
Summary of critical illness claims	
% of critical illness claims paid	90%
Amount of critical illness claims paid	£8.7m
Average critical illness payout	£77k

While we hope that your clients and their families never have to use our claims process, you can see from the charts below that critical illnesses really can happen to anyone, at any time. In fact, over a third of claims paid were for people under 40.

If your clients do need to claim, they can be sure that not only will we pay out quickly, but that we'll look after them in their time of need.

Isn't this exactly what you should be offering every client?

Critical illness claims 1 January – 30 June 2011



As valuable as it may be, a cheque from Bright Grey is only half the story.

Most providers will help your client financially when they make a claim, but that's all. Our unique Helping Hand service also offers your client and their immediate family practical and emotional support – at no extra cost – right from the day their plan starts.

If your client has been diagnosed with a potentially life-changing illness, they'll need more than just financial support. Helping Hand gives them access to a personal nurse adviser from RED ARC, an independent care advisory service. The specialist nurse can explain the diagnosis and suggest a programme of therapy or counselling.

Unique to Bright Grey

This support is available on all menu plans and is unique in the market. And it's available to your client's family too. Even if they don't have a Bright Grey plan of their own, your client's family can talk to someone who will give them help and advice for however long they need it.

Helplines

Your client and their family will also have access to a range of helplines that they can use from day one of their plan for advice and support with medical, legal, career and personal problems.

Added value

Helping Hand gives you the chance to recommend a product that gives your clients that little bit extra. No matter what covers you recommend, they can use Helping Hand as soon as their plan starts, and for as long as they need – all at no extra cost.

Source:
RED ARC service analysis,
1 January – 30 June 2011.

90%
of claimants we
contacted used
Helping Hand

RED ARC Assured Ltd is an independent care advisory service and is not regulated by the Financial Services Authority.



“ The support we provide often means more to people than money. ”

C. Gurney.

Carolyn Gurney
Nurse
RED ARC

Helping Hand provides:

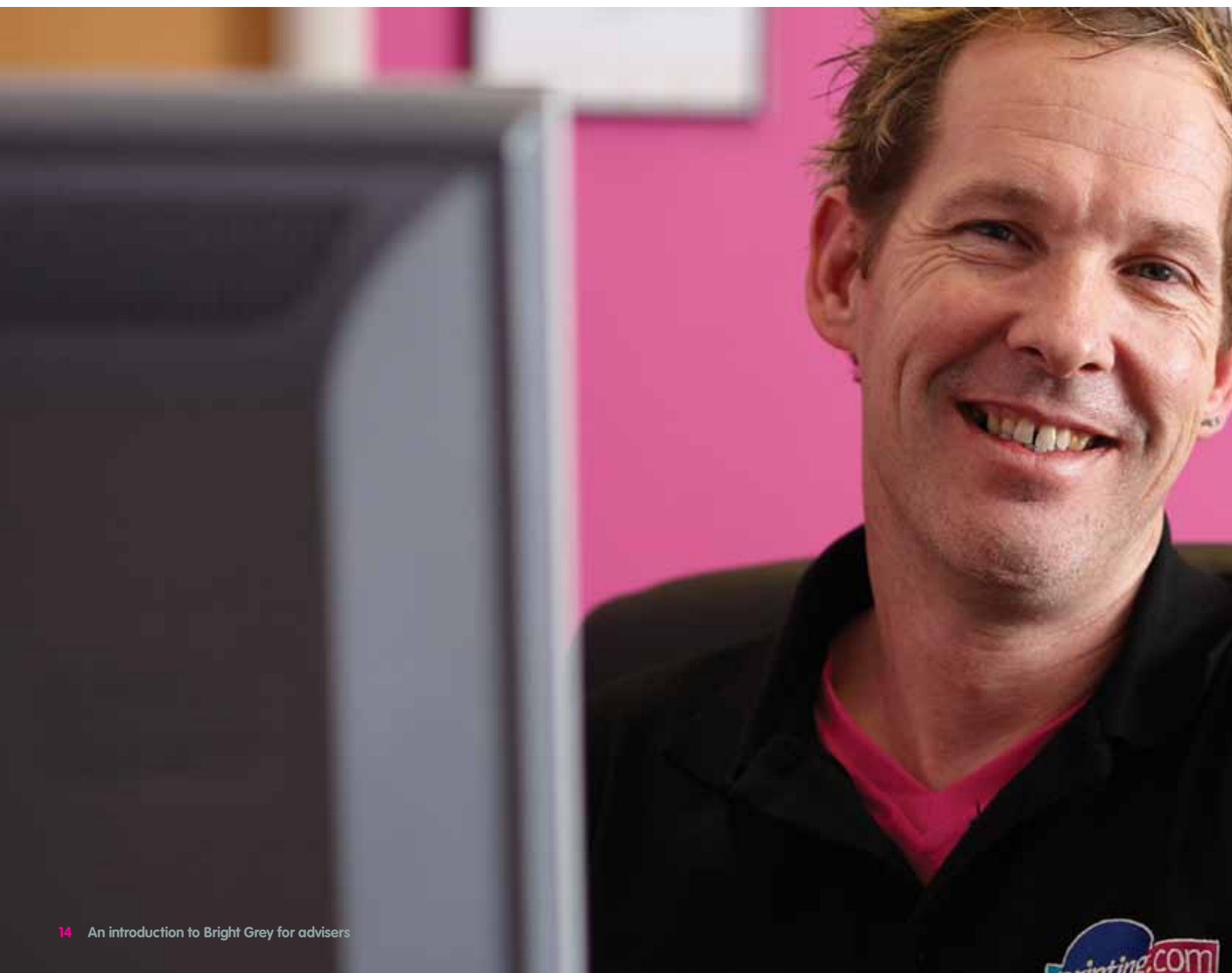
Bereavement counselling

Emotional and practical support from a personal nurse adviser

Help and advice including access to complementary therapies

Access to medical, legal, career and personal helplines

The cheque took care of Howard's finances. His nurse took care of him.



When Howard Tighe suffered a stroke, he was told it was unlikely he would work again. But thanks to Helping Hand, he was back at work after 12 months.

Howard was just 41 when he became ill. He was married with 2 young children and ran his own business. Fortunately he was covered with Bright Grey, which meant that he received a £74,869 payout from his plan when he claimed.

Our menu plans offer much more than just the financial support, however. When Howard claimed, we put him in touch with his own nurse adviser, Jan, who supported him and arranged a series of physiotherapy sessions that helped him return to work.

For stroke patients the speed of recovery depends on how much physiotherapy they receive. The NHS can only provide a limited

amount so without Helping Hand, Howard would have had to pay privately for the extra treatment he needed.

Howard says his treatment contributed greatly to his recovery – increasing his mobility and allowing him to move around much more independently.

“Without the tailored, practical help and emotional support Helping Hand gave me and my family, I wouldn’t have made the recovery I did,” he says.

With Bright Grey cover, your clients and their families can experience the benefits of Helping Hand and a whole range of complementary therapies, whether they make a claim or not – at no extra cost.

For more case studies like these, please go to www.brightadviser.co.uk

“The money from my claim definitely eased some of the financial worries, but it was the support from Helping Hand that really made the difference.”



Howard Tighe
Bright Grey plan owner

Helping Hand gives access to:

Speech and language therapists

Bereavement counsellors

Oncology nursing support

Physiotherapy

Cardiac rehabilitation support

Complementary therapies



**E-business solutions,
designed to put you
in the driving seat
and accelerate your
business performance.**

“ I want a system to give me control from submission to going on risk. Bright Grey’s does just that. ”

Peter Chadborn

Peter Chadborn
Independent Financial Adviser

81%

of applications submitted through interactive quote & apply

53%

of applicants received an immediate decision

10%

extra Lautro commission for applying online

We’ve designed our e-business solutions to put you in control – so that you can give your clients speedy, efficient decisions.

Interactive quote & apply

Interactive quote & apply is simple, intuitive and fast. It works alongside our data capture form, which avoids any unnecessary questions for ‘clean’ lives.

For people with a more complicated medical history it enables you to ask more detailed questions, which cuts down on the number of requests we have to make to GPs, and reduces the need for medical tests. There’s even a data dictionary to help you tease more accurate information from your clients.

Underwriting rules and limits are all built into the system. This simplifies the sale, saves you time, and means you can give your clients an immediate decision. It also ensures that you and your clients understand clearly what is and isn’t covered.

You and your clients both benefit

You can also amend quotes before submitting the application. Covers and lives can be added, changed or deleted. Any deferred period or the definition of Total Permanent Disability can also be amended. This flexibility makes sure the client only applies for the covers they can be accepted for, and is a valuable feature when it comes to providing budget-driven sales.

A slicker process means improved pass rates, and means your client is on risk quicker – so you receive your commission faster. And you also receive an extra 10% Lautro when you apply online.

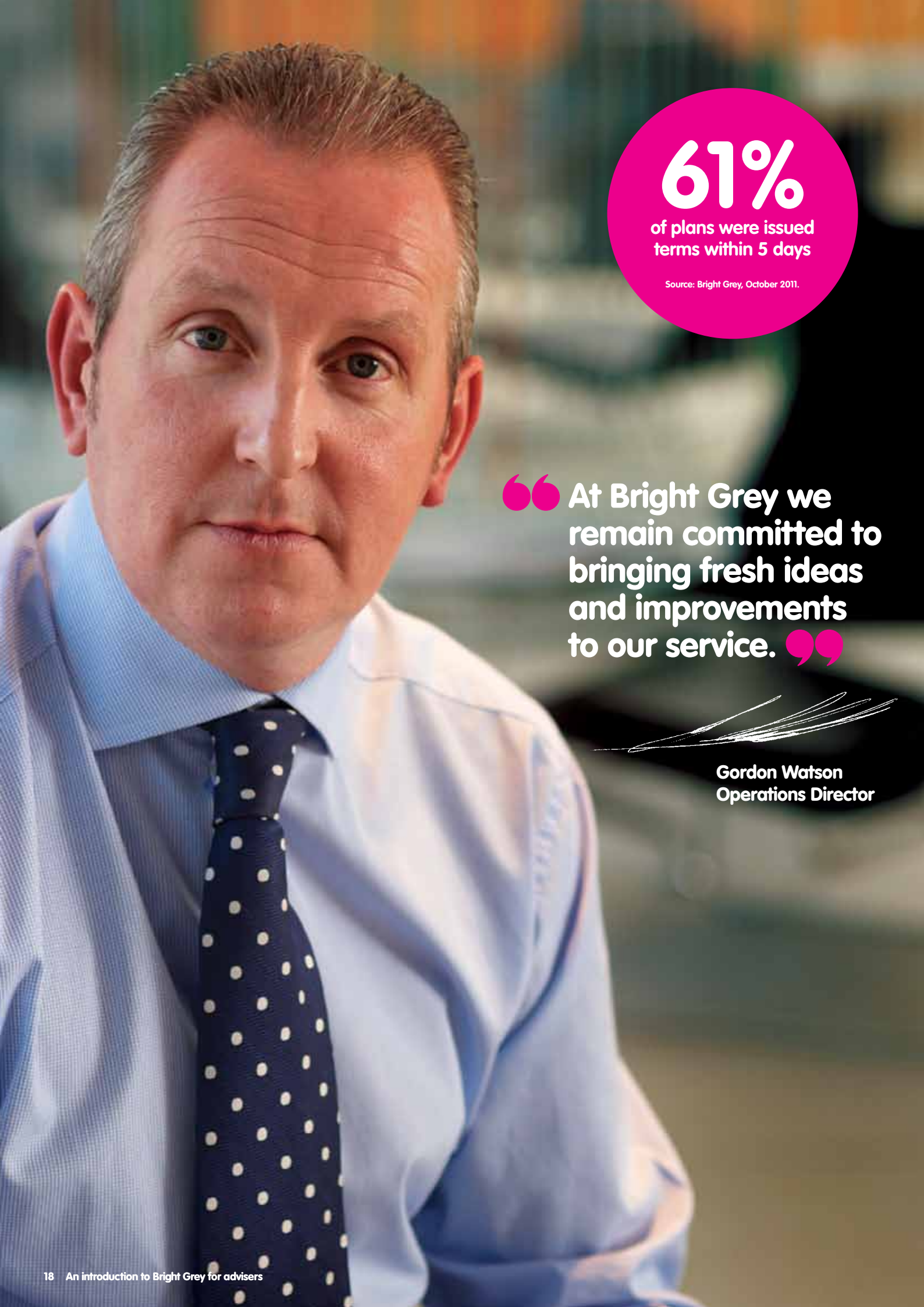
Leading the way

Just 6 months after launching interactive quote & apply its speed and efficiency were recognised at the National Business Awards for Scotland, where it was the winner of both the Business Innovation and Best use of Technology in Business awards.

We were also awarded the **eee** rating by the Finance & Technology Research Centre in 2009 and 2010.

Source:
Bright Grey,
figures for
October 2011.





61%
of plans were issued
terms within 5 days
Source: Bright Grey, October 2011.

“ At Bright Grey we remain committed to bringing fresh ideas and improvements to our service. ”



Gordon Watson
Operations Director

Most providers focus on service, we focus on making it personal.

Our plan owners are your clients and the way we treat them can help reinforce your relationship with them.

That's why we treat them with the greatest care and respect. We go out of our way to support you both with quality service and claims handling, and to provide truly personal customer care.

And we never underestimate the contribution that genuine personal contact makes to your commercial success.

We train all our people to understand the protection market and the business models and commercial needs of the modern adviser inside out.

Our Bright Service team is set up to handle all aspects of new business. They're only a call or email away. More importantly, they're totally focused on managing your business pipeline and driving through applications referred to our underwriters as quickly as possible.

We're always looking for new ways to speed up our processing so that we can give your clients cover more quickly and get your commission to you faster. Our scheme to incentivise GPs to return their general practitioner reports to us more quickly, for example, almost doubled the amount of medical reports returned to us within 10 days.

And we've also reduced the number of GP reports and questionnaires we request through the introduction of telephone interviewing by Medicals Direct, which has reduced our application processing by an average of 5 days. We're delighted to have been awarded 5 stars for service in the Life & Pensions category of the Financial Adviser Service Awards for 3 years running.



“It’s not good enough just to be a provider. We aim to be a commercial ally.”



Kevin Stevens
Head of Intermediary Sales

Helping
you win
new business.
And grow the
business you
already have.

We spend lots of time developing sales ideas and client-facing literature that will help you make the most of new business opportunities.

And much of this literature is unbranded, so you can use it as if it’s come from you.

You can find everything you need on our website. Just go to www.brightadviser.co.uk/literature. Any literature you order before 1pm will be sent out the same day.

The magic circle

Use our powerful sales aids, based on a host of tried and tested ideas, to make the protection sale. You can personalise every sales aid with your logo and company details to really help engage your client base.



Our lifestyle calculator

Use this to show your clients that they could afford protection simply by cutting back on a few of the 'luxury' items they take for granted each month – such as their daily cafe latté, or their weekly glossy magazine.

Life stages guide

Whatever life stage your client is at, our desktop guide will show you how to use our menu to create the perfect plan. So whether your client is single, has a family, or is divorced, this guide will show you the protection they need to suit their budget.

Client-facing literature

Our unbranded client literature explains clearly and simply why your clients need protection, and also shows that it might not cost as much as they think. We've written these to suit every life stage so that they address the particular concerns each of your clients might have, whether they're in a couple, a family or divorced.

Marketing toolkits

We've produced a number of toolkits that you can use with new and existing clients. These toolkits will save you searching for PDFs or information on the website as everything's held in one place:

- Critical Illness Cover
- Helping Hand
- Trusts
- Life stages
- Mortgage Street
- Business protection
- Relevant life policies
- Magic circle – sales aids you can brand as your own.

Reasons why

Our online reasons-why tool allows you to create suitability letters at the click of a button. Simply pick and choose the paragraphs you need and copy and paste them into your own letterhead.



**To grow
your business,
just visit
double-u
double-u
double-u
dot bright
adviser dot
co dot uk
and click on
new registration.**

(please excuse us for spelling it out)

How to register

If you haven't already registered for interactive quote & apply, here's how easy it is. Just go to www.brightadviser.co.uk click on 'new registration' and then:

1

Complete the form

2

Click 'Register'

3

Tick the box

Please click if you're happy with our terms and conditions.

A message on the screen will confirm that you've registered. We'll send you an email within 48 hours to let you know that we've processed your registration.

You're now ready to do business with Bright Grey.

And to make it even easier, if you're not good at remembering passwords, we've introduced Unipass. Unipass gives you a unique electronic passport to lots of financial sites. You only need to register your certificate with us once and there'll be no need to remember your password in future.

If you don't have a Unipass certificate and want to find out more about the benefits visit www.unipass.co.uk

A personal approach you can't beat. A parent company you can't ignore.

Bright Grey is a modern, forward-thinking protection specialist. We're constantly looking for ways to develop our proposition so that it continues to meet your and your clients' changing needs.

By understanding you and your business, we can provide you with the products your clients need and the service to help you to sell it. But what else do you need to know about us?

Bright Grey was set up by the Royal London Group in March 2003 to provide insurance plans that suit today's flexible lifestyles. We launched with our Personal Protection Menu and in February 2008 we introduced our Business Protection Menu, a bespoke proposition for the business market.

Our parent, Royal London, is the largest mutual life and pensions company in the UK with funds of £44.2 billion under management. Royal London has been around since 1861 and has around 4 million customers and employs 2,950 people.*

So you can relax, you're in safe hands.



Financial strength

Standard & Poor's	A-	Positive outlook (counterparty credit rating)	August 2011
Moody's	A2		June 2011
AKG	B+	(Overall financial strength)	October 2010

Source: *Royal London Group, 30 September 2011.

Our awards

Our innovative and truly personal approach to protection has been recognised throughout the industry from the very beginning. And we continue to win awards that show that our proposition scores across the board – from our products, to our people and our service.

Of course, our awards mean even more to us when you've voted for them to tell us that the work we've done is making your experience of selling protection better.

Here are just a few of the accolades we received in 2010:

2011 FTAdviser Online Service 5-star Award

5 stars in the online service awards

2011 Defaqto 5 Star Ratings

Critical Illness Decreasing Term

Critical Illness Level Term

2010 Financial Adviser Service Awards

5 stars in the life and pensions category

2010 F&TRC e-Excellence Rating

5 stars in each of the 4 categories: life cover, critical illness cover, income protection and menu

2010 Mortgage Strategy Awards

Best Mortgage Protection Provider – winner

Investors in People – Gold

Bright Grey has become an Investors in People organisation, showing our commitment to continuous business improvement through our people.

We're delighted to have achieved recognition beyond the standard and to win a gold award at our first assessment.



It could be the start of a very rewarding partnership.

Bright Grey
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Edinburgh
EH2 1BG

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A part of
**ROYAL
LONDON**
FINANCIAL SENSE

Bright Grey. More financial sense from Royal London.
We are backed by the financial strength and stability that comes from being part of the Royal London Group, the UK's largest mutual life and pensions company.

Bright Grey is a division of the Royal London Group which consists of The Royal London Mutual Insurance Society Ltd and its subsidiaries. The Royal London Mutual Insurance Society Ltd provides life and pension products, is a member of the Association of British Insurers, is authorised and regulated by the Financial Services Authority No.117672 and is registered in England and Wales No.99064. The registered office is 55 Gracechurch Street, London, EC3V 0RL. Bright Grey is a member of IFA Promotion Ltd.

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