



## Aegon launches business protection video for IFAs

Story by: Dominic Welling | Magazine: [FTAdviser](#) | Published Wednesday , September 02, 2009

Aegon has produced a new business protection video, which highlights the risks associated with not having the correct business protection in place.

The business protection video, which is based on a real life situation, describes both the financial and personal suffering caused when one of the two co-founders of a small printing business suddenly dies.

Stephen Crosbie, head of proposition protection and investments of Aegon, said: "This video really drives home the message of what can happen, not just to businesses, but also family members if the appropriate cover is not in place and the unexpected happens to a key individual or shareholder within the business."

Peter Chadborn, principal of CBK Colchester, said: "This business protection video is very good and will work well in getting over the concept of business protection and the interwoven consequences of insufficient cover.

"I can imagine it being very powerful when training introducers such as accountants on the importance of spotting business protection needs. This would get the message across that they have a shared responsibility to raise awareness."

Advisers can watch the video here: ([External Link](#))

In addition to the video, Aegon recently made improvements to financial underwriting limits for business protection and have also ran a series of interactive business protection workshops throughout the country. ([See Related Story](#))

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