



PruProtect launches five-star income protection products

Story by: David Pawsey | Magazine: [FinancialAdviser](#) | Published Thursday , April 30, 2009

PruProtect has launched two income protection products that include a financial underwriting guarantee.

The guarantee means if the client's earnings are evidenced at the application stage no further information about the salary prior to claim will be required.

Both products - entitled Primary Cover and Comprehensive Cover - have received a five-star rating from independent comparison service Defaqto.

Peter Chadborn, principal of Essex-based IFA CBK, said this was particularly important for clients whose incomes could fluctuate due to the nature of their employment.

He said this way clients would receive the cover they had paid for, even if their income had dropped at the time of the claim.

He said: "We live in an age where people can derive income from various sources and can have fluctuating income. One of the concerns from an IFA perspective is having a customer insured for a benefit they will not be entitled to receive, whereas this feature removes that concern."

Intermediaries will also be given access to underwriters and state benefits and waivers will not be deducted when the client claims on the policy.

Other features available also include own occupation definition of disability, new recovery and back to work benefits and optional unemployment cover.

The products are also part of PruProtect's vitality programme, which enables clients to reduce premium cost by maintaining a healthy lifestyle, for example by taking regular exercise.

Deepak Jobanputra, product director of PruProtect, said: "We aim to provide appropriate, consumer engaged lifestyle protection products and we will continue to innovate to meet consumer needs."

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