

10 January 2012

### **PARADIGM ADD ENGAGE MUTUAL ASSURANCE TO PROTECTION PANEL**

Paradigm Mortgage Services, the mortgage services proposition, has today (10<sup>th</sup> January 2012) added protection specialist, Engage Mutual Assurance, to its protection panel.

Engage Mutual offers the Guaranteed 50 Plus Life Cover product – life assurance for the over-50s market. This is a distinctive product that offers guaranteed acceptance without the need for a medical for the client; there is no underwriting even for clients with pre-existing conditions.

The Guaranteed 50 Plus Life Cover product also includes:

- Pure protection whole-of-life.
- Up to £40k of cover.
- Available to all UK residents aged 50 to 80.
- Optional extras like the Funeral Funding Option – designed to help clients and their families with the cost of funding a funeral.

Engage Mutual has a dedicated website resource and online quote and apply service for advisers. The facility offers a Quick Quote and Save & Retrieve option while there is also an interactive FAQ section called 'Just Ask Sarah' which provides individual responses to queries.

From today Paradigm member firms will be able to register for an agency with Engage Mutual and create their log-in password and user name details in order to immediately start conducting business.

#### **Bob Hunt, Chief Executive of Paradigm Mortgage Services, commented:**

“Engage Mutual is a welcome and valuable addition to Paradigm’s protection panel offering. The Guaranteed 50 Plus Life Cover product is notable in this marketplace given there is no underwriting and guaranteed acceptance without a medical for every client between the ages of 50 and 80. Nearly a quarter of over-50s have a long-term illness, health problem or disability and we are sure this product will be of great interest to our members with clients who are in this age

bracket. Engage Mutual obtained extensive feedback from intermediaries in order to enhance its Guaranteed 50 Plus Life Cover for this market and have a good reputation for the support services they offer. We believe this new relationship will find favour amongst our membership base and would urge any adviser looking for further information to either use the Paradigm website or contact us directly.”

**Karl Elliott, Marketing Director at Engage Mutual, commented:**

“Joining Paradigm’s protection panel is an indication of the ongoing demand from advisers for our Guaranteed 50 Plus Life Cover, and we are delighted to be invited to work with such a successful business. Guaranteed 50 Plus Life Cover has enjoyed considerable success to date as a simple and affordable plan, designed for those over 50s looking for life cover without the intrusion and complexities of underwriting. For advisers, it provides an ideal opportunity to revisit their clients' protection needs, enabling them to capitalise on one of the success stories in the protection market over the last few years.”

For further information on Paradigm Mortgage Services, please visit:

[www.paradigmmortgages.com](http://www.paradigmmortgages.com)

For further information on Engage Mutual Assurance, please visit:

[www.engageadviser.com](http://www.engageadviser.com)

**ENDS**

**For further information please contact:**

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**Notes to editors**

**About Paradigm Mortgage Services**

- Paradigm Mortgage Services offers IFAs and mortgage intermediaries the same opportunity. Members of the proposition benefit fully from market-leading procurement fees, have access to exclusive and semi-exclusive products, and share in the club’s ownership. Members will also have the added opportunity of building additional value wholly attributable to their own individual businesses. Paradigm Mortgage Services also offer a dedicated Mortgage Desk to members.
- Paradigm Mortgage Services is an associated business of Paradigm Partners LLP, the IFA support firm established by Paul Hogarth.

- Paradigm Partners is a limited liability partnership. It offers those firms who sign up the opportunity for them to share in the capital growth of the business via a discretionary trust.
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