

For Immediate Release

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CONCERNED ABOUT YOUR ENDOWMENT LETTER?

DO YOU NEED TO TAKE ACTION?

**IFA Promotion offers a free endowment factsheet –
log on to www.unbiased.co.uk or call 0800 085 3250.**

With the recent spate of “traffic light letters” issued to endowment policy holders, and with bonus rates being cut in light of recent stock market falls, IFA Promotion, the organisation promoting the benefits of independent financial advice, is urging people to discuss their options and to seek independent professional advice.

The free endowment fact sheet which is available by calling **0800 085 3250** or visiting www.unbiased.co.uk aims to demystify endowments as well as provide some answers to frequently asked questions which arise in difficult financial times.

The factsheet highlights specific areas such as:

- Should you consider taking out an additional endowment policy?
- What alternative investments are there available?
- Should I increase my premiums on my existing policy?
- Where can I go for advice on my policy?

David Elms, Chief Executive of IFA Promotion, commented; “With letters dropping on doorsteps this week, and further bonus cuts expected, it is important that people know where to go to take the next step for reliable information on their policies. This, combined with local independent financial advice, can help to set people’s minds at rest in turbulent financial times.”

For a free copy of the guide, together with details of local independent financial advisers who can talk through your options in detail, call the IFA Promotion consumer hotline on 0800 085 3250 or visit

www.unbiased.co.uk

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1. Independent Financial Adviser Promotion

IFA Promotion was established in 1989 to promote the value and accessibility of independent financial advice to the public. It represents over 10,000 firms of independent financial advisers across the UK and is sponsored by 26 leading financial institutions. In 2001, 265,000 consumers and businesses used IFA Promotion to find local independent financial advice.

IFA Promotion's believes Independent financial advice should be:

- **Affordable.** The option to take independent financial advice should be available, by right, to all - not just the wealthiest in society.
- **Convenient.** IFAs should be available in the location of the consumer's choice, wherever they live in the UK.
- **Transparent.** It must be clearly transparent to consumers who is able to offer independent financial advice and who is not.

2. Independent Financial Adviser Promotion's sponsors

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AXA Sun Life
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