



Case Study | Mortgage Protection



"I've always been wary of financial advisers until I met Jen. She explained everything in so much detail that I could clearly understand the plans she set in place while giving us a very competitive price. I will be working with her again in the future for our financial needs and fully recommend her to anyone." Vicki Gray, Northleach

Vicki is in the working life phase of her financial life cycle and wanted to make sure she was doing the right things. She had never had a financial review before, but had asked me to look at her complete financial situation.



Vicki and her family are like many people – they wanted to take financial advice but were concerned about the process and not sure where to start.

It is common for people in the working life stage of the financial life cycle to be so busy working and raising families that finances take a back seat. Vicki runs her own business, her husband works full time and they have two young children. They have been careful with their finances and have accumulated savings and taken a mortgage loan. But now they would like a financial plan.

We followed the **Bay Tree Financial Planning Six-Step Process**, which enabled me to get to know Vicki, her goals, her views and fully understand her current financial situation. Early in the process we discovered the mortgage loan was not protected in the event of premature death of either Vicki or her husband. We discussed the impact this could have on the family. Vicki had always intended to take the cover but had just forgotten about it.

I designed and proposed a full financial plan for Vicki and her husband. Everyone in the working phase of the financial life cycle has a budget to work to, so I prioritised the advice. Mortgage protection was the top priority.

Vicki was delighted with the proposal and asked me to implement my first recommendation, which has given her peace of mind knowing that the mortgage loan will be repaid if the worst should happen, so the family have one less thing to worry about. With our regular reviews I will help Vicki with the further financial goals she wants to achieve and I'll make sure all plans remain suitable for all her future circumstances.

