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F&TRC comments on today's Legal & General's CIC children's cover enhancements

Adam Higgs, Adviser Services Head of Research at F&TRC, said: "Following their recent enhancements to children's cover, Legal & General has confirmed their ambitions to play in the quality end of the market.

"The standard product has been improved upon with broader cover for some of the higher incidence conditions and simplification of others. As a result, their CIC product compares well to some of the more comprehensive plans in the market.

"By offering a choice between comprehensive and cost-effective cover, Legal & General has a compelling overall proposition and has increased competition in an already competitive CIC market."

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Notes to editors

About F&TRC

Established in 1995, the Finance & Technology Research Centre (F&TRC) is a specialist research consultancy.

The company has four key areas of activity:

- Facilitating industry collaboration in the life assurance and long-term savings industries via a range of forums which bring together leading players from manufacturing, distribution and support services to identify where working together can achieve better outcomes for consumers and the industry
- Research and benchmarking through the delivery of software and ratings to help financial advisers compare the quality of financial products, available at www.advisersoftware.com
- Insight reports which focus on key strategic issues such as the future of financial advice and how organisations can enhance the quality of their services to consumers
- Bespoke consultancy on any of the above