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## **PROTECTION GURU ANNOUNCES 2022 PROTECTION PRODUCT PROVIDER RATINGS**

- 73 gold ratings awarded across 11 different protection product categories
- Overall ratings for each category reflect strength of providers across 10 key features
- LV= and Guardian stand-out, with 11 and 7 gold medals respectively
- Full ratings and provider factsheets can be accessed and personalised for free by advisers at [ProtectionGuru.co.uk](https://www.protectionguru.co.uk).

[Protection Guru](https://www.protectionguru.co.uk) has today unveiled its Protection Product Provider Ratings for 2022<sup>1</sup>, designed to give clarity on the propositions of UK protection providers, helping advisers identify the strengths of each providers' protection products.

16 protection providers took part in the ratings this year, with each of their products independently benchmarked across 11 different protection product categories<sup>2</sup>. Each participating provider and product received a gold, silver, or bronze rating for their overall proposition, as well as for each underlying feature, in recognition of individual areas of excellence.

LV= and Guardian are among the most successful providers across many categories. LV= has been awarded 11 gold award medals across its Life Insurance, Critical Illness, Income Protection and Business Protection Insurance propositions, while Guardian received seven gold medals across its Life Insurance, Critical Illness propositions including Family Income Benefit.

LV=	
<b>Gold rating</b>	<ol style="list-style-type: none"> <li>1. Life Protection</li> <li>2. Mortgage Protection</li> <li>3. FIB [Family Income Benefit]</li> <li>4. Critical Illness</li> <li>5. Critical Illness with Child - Enhanced CI + Enhanced Child</li> <li>6. Mortgage Protection CI (Inc Child Cover) - Enhanced CI + Enhanced Child</li> <li>7. Income Protection (Stable Earnings) – PSP</li> <li>8. Income Protection (Stable Earnings) – FPP IP</li> <li>9. Income Protection (Variable Earnings) - Mortgage &amp; Rent Cover</li> <li>10. BPI [Business Protection Insurance] Life Only</li> <li>11. BPI [Business Protection Insurance] with Critical Illness</li> </ol>
<b>Silver rating</b>	<ol style="list-style-type: none"> <li>1. Critical Illness with Child</li> <li>2. Cover - CI + Enhanced Child)</li> <li>3. Critical Illness with Child Cover - Enhanced CI</li> <li>4. Mortgage Protection CI (Inc Child Cover) - CI + Enhanced Child</li> </ol>

	<ol style="list-style-type: none"> <li>5. Mortgage Protection CI (Inc Child Cover) - Enhanced CI</li> <li>6. Income Protection (Stable Earnings) - Mortgage &amp; Rent Cover</li> <li>7. Income Protection (Variable Earnings) - FPP IP</li> <li>8. Income Protection (Variable Earnings) - PSP</li> </ol>
<b>Guardian</b>	
<b>Gold rating</b>	<ol style="list-style-type: none"> <li>1. Life Protection</li> <li>2. Mortgage Protection</li> <li>3. FIB</li> <li>4. Critical Illness</li> <li>5. Critical Illness with Child</li> <li>6. Mortgage Protection CI (Inc Child Cover)</li> <li>7. FIB CI (Inc Child Cover)</li> </ol>

### Benchmarking key features

Using Protection Guru's detailed product analysis insurer products have been benchmarked across 10 key features which have been most frequently selected by advisers using Protection Guru's various benchmarking tools over the last 12 months.

Furthermore, Protection Guru's unique analysis of critical illness propositions is conducted by its own panel of independent medical practitioners, which benchmark each provider's critical illness definitions to establish the likelihood of a client being able to make a claim, along with how much will be paid.

**Adam Higgs, Head of Research at Protection Guru, commented:** "With so many different products and variations of products available on the market, it can be difficult to differentiate. These ratings are designed to help advisers quickly explain the difference between products in terms of the features offered and breadth of cover provided. It is great to see product providers such as LV= and Guardian performing exceptionally well across their business lines.

"This year we expanded our list of protection product categories, adding income protection for those with variable earnings. This new category recognises those products that have features designed to support clients whose income may go up and down during the term of the plan.

"It's an exciting time for the protection industry. There is an overwhelming choice on the market, and we have been overwhelmed by the high standard of protection products available. Our independent analysis gives advisers confidence that they are choosing the right product for their clients' needs, and Protection Guru remains committed to helping advisers and, ultimately, improving customer outcomes."

**Emma Astley, Managing Director at CoverMyBubble, commented:** "I appreciate all the constant hard work that goes into reviewing and researching all the protection products on the market, for us advisers to use. It is a blessing in our

inbox every day. We receive the latest updates and news from the protection sector, allowing us to keep up to date with the varying and the endless range of offerings from insurers. This in turn, provides me and my team with the knowledge to pass on advice to our clients and families. These new product ratings add another opportunity for advisers to differentiate the quality of products and I am sure will be a great addition to a protection advisers toolkit.”

*Advisers can download and personalise the ratings tables and individual product fact sheets for each product, to add the name of the adviser, their firm and their clients’ name, providing a vital resource which can accompany suitability recommendations and be attached to compliance filers.*

**- ENDS -**

Notes to editors:

**[1] Protection Guru’s 2022 Protection Product Provider Ratings:**

<b>FTRC Rating</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>
<b>Life Insurance (No CI)</b> Life Protection	AIG Lifestart, AIG YourLife Plan, Aviva Life, Guardian, LV=, Royal London, Scottish Widows	Aegon, AIG Instant Life, Vitality	Aviva Simple Life, Canada Life, L&G, The Exeter, Zurich
Mortgage Protection	AIG LifeStart, AIG Life+, AIG Your Life Plan, Guardian, LV=, Royal London, Scottish Widows	Aegon, L&G, Vitality	AIG Instant Life, Canada Life, Zurich
FIB	AIG YourLife Plan, Aviva Life+, Guardian, LV=, Royal London	Aegon, Vitality	L&G
<b>Critical Illness</b>	AIG CIC Start, YourLife Plan Enhanced, Aviva CI+ Upgraded, Guardian, HSBC CI Plus, LV= Enhanced CI, Vitality SIC Plus+ Booster	AIG YourLife Plan, Canada Life, L&G CI Extra, Royal London, Scottish Widows, Vitality SIC, Vitality SIC+ Booster, Vitality Mortgage SIC, Vitality SIC Plus, Zurich Select	Aegon, AIG Key 3, Aviva CI=, HSBC CI Core, L&G CI, LV= CI, Zurich Core

<b>Critical Illness with Child Cover</b>	AIG CIC Start, AIG Your Life Plan Enhanced, Aviva CI+ Upgraded, Guardian, HSBC CI Plus, L&G CIx + Child Extra, LV= Enhanced CI+ Enhanced Child, Royal London CI= Enhanced Child, Vitality Mortgage SIC, Vitality SIC Plus + Booster	AIG YourLife Plan, Canada Life, L&G CI Extra, L&G CI+ Child Extra, LV= CI Enhanced Child, LV= Enhanced CI, Royal London, Scottish Widows, Vitality SIC, Zurich Selection	Aegon, AIG Key 2, Aviva CI+, HSBC CI Core, L&G CI, Zurich Core
<b>Mortgage Protection CI (Inc Child Cover)</b>	AIG Your Life Plan, AIG Your Life Plan Enhanced, Aviva CI+ Upgraded, Guardian, HSBC CI Plus, L&G CIx + Child Extra, LV= Enhanced CI+ Enhanced Child, Royal London CI+ Enhanced Child, Vitality Mortgage SIC, Vitality SIC Plus = Booster, Vitality SIC Plus = Booster	Canada Life, L&G CI Extra, L&G CI + Child Extra, LV= CI+ Enhanced Child, LV= Enhanced CI, Royal London CI, Scottish Widows, Vitality SIC, Vitality SIC Plus, Zurich Select	Aegon, Aviva CI+, HSBC CI Core, L&G CI, Zurich Core
<b>FIB CI (Inc Child Cover)</b>	Aviva CI+ Updated, Guardian, L&G CIx + Child Extra, Royal London CI+ Enhanced Child, Vitality SIC Plus = Booster, Vitality SIC Plus = Booster	L&G CI Extra, L&G CI+ Child Extra, Royal London CI, Scottish Widows, Vitality SIC, Vitality SIC Plus	Aegon, Aviva CI+, L&G CI
<b>Income Protection (Stable Earnings)</b>	AIG, Aviva IP+, British Friendly Breathing Space, LV= PSP, LV=FPP IP, Royal London, The Exeter, Zurich Core, Zurich Select	Aegon, L&G Low Start IP, L&G IP, L&G Rental IP, LV= Mortgage & Rent Cover, Vitality IP, Vitality IP Plus	Aviva Living Costs, British Friendly BFS Protect, Cirencester Friendly, Holloway Friendly
<b>Income Protection (Variable Earnings)</b>	Aviva Living Costs, British Friendly Breathing Space, LV= Mortgage & Rent Cover, The Exeter, Vitality IP, Vitality IP Plus	Aegon, AIG, Aviva IP+, LV= FPP IP, LV= PSP, Royal London, Zurich Core, Zurich Select	British Friendly BFS Protect, Cirencester Friendly, Holloway Friendly, L&G Low Start IP, L&G IP, L&G Rental IP
<b>Business Protection Insurance (BPI Life Only)</b>	Aegon, LV=, Royal London	AIG, Aviva, Scottish Widows, Vitality	L&G, Zurich
<b>(BPI with Critical Illness)</b>	AIG, Aviva CI+ Upgraded, LV=, Royal London, Scottish Widows	Aegon, L&G CI & CIx, Vitality, Zurich Select	British Friendly CI+, Zurich Core

## [2] Product categories:

<b>Life Insurance (No Critical Illness)</b> Life Protection Mortgage Protection Family Income Benefit	<b>Income Protection</b> Income Protection (Stable Earnings) Income Protection (Variable Earnings)
<b>Critical Illness</b> Critical Illness	<b>Business Protection Insurance</b> Business Protection Insurance Life Only

Critical Illness with Child Cover Mortgage Protection and Critical Illness (including Child Cover) Family Income Benefit Critical Illness (including Child Cover)	Business Protection Insurance with Critical Illness
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**About ProtectionGuru.co.uk and FTRC**

[ProtectionGuru.co.uk](https://www.protectionguru.co.uk), part of FTRC (Financial Technology Research Consultancy), is a destination technical resource for advisers and providers in the protection and life insurance market. The site provides a benchmarking comparison tool and in-depth analysis on the full range of protection contracts, compared on quality not just price.

[Financial Technology Research Centre](https://www.ftrc.co.uk) (FTRC) was established in 1995, long before FinTech became part of the Lexicon. The firm launched as a boutique consultancy focusing on the potential for technology to improve financial advice for the benefit of advisers and consumers and still addresses areas.

In recent years, the firm has established a number of additional business units that provide services into key areas of the financial services market. We also regularly support due diligence on mergers and acquisitions in relevant markets.

*LifeSearch Protection Leader of the Year Award 2021 [Adam Higgs], LifeSearch Protection Leader of the Year Award 2022 [Ian McKenna]*