

Educating Consumers About The Need For Life Assurance



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London & Country Mortgages, the UK's leading fee free mortgage and protection broker are looking to educate consumers about the importance of life insurance.

The protection gap in Britain is often talked about with various reasons being given for consumer s not taking this important cover. These include life insurance is too expensive, state benefits will be enough and that it is just not necessary as savings will cover any expense or loss of income. The stark reality is that people just don't think anything will happen to them.

It appears there is poor understanding about the chance of having a serious illness, being made redundant or having an unexpected bereavement in a family. L&C, the UK's [leading fee free mortgage and protection broker](#) are looking to educate consumers about the importance of life insurance, critical illness cover and income protection through a series of short video films. The first, [Why you should protect your mortgage](#) talks about the risks and how these may be mitigated with the right cover in place.

This free video is available at, http://www.lcplc.co.uk/videos/protecting_your_mortgage.

For a FREE no obligation protection review call L&C on 0800 0731932.

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Notes to Editors:
London & Country (L&C) is the UK's leading no-fee mortgage broker. Based in Bath, it provides whole of market advice via telephone and post to clients nationwide. As well as residential mortgages, it also specialises in the Buy-to-Let and adverse-credit sectors.

L&C is a Climate Neutral company and for the last seven years has invested in climate friendly projects and tree-planting to help offset its emissions and those of its customers. For more information, go to www.lcplc.co.uk/green.

L&C has won numerous awards including:

Best Mortgage IFA/Adviser of the Year – Money Marketing, 2004, 2005, 2006 and 2008

Best Technology Adviser – Money Marketing 2007

Best Mortgage Broker outside London – Mortgage Strategy, 2004 and 2005

Best National Broker – Mortgage Introducer 2005, 2006 and 2007

Best Overall Broker – Mortgage Introducer 2005

Overall broker of the year – Pink Home Loans, 2006 and 2007

Top 100 company in the Sunday Times Fast Track 100 for 2004 and 2005

Business of the Year – The Bath Business Awards 2005

Growth Strategy of the Year – National Business Awards (Wales and West) 2008

Business Leader (Broker) – British Mortgage Awards - 2008

Online Mortgage IFA of the Year – Financial Adviser - 2008

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