

In a recent survey...



INTRODUCING NEW Easy Access Investment Bond



13 January 2015

Lack of access and investment risk are key barriers to investing

Last year we asked 1,000 people as to what was stopping them moving money from poorly performing deposit accounts to investment bonds. We were surprised at the results!*

- **39%** said the number 1 reason for not moving was a perceived lack of access to their money in an emergency.
- **18%** were concerned that investment options would be too risky for them.
- **10%** were just unaware of alternative options.

*Source: Behaviour & Attitudes Survey and Zurich Life, August 2014.

So if the main barriers to investing are the perceived lack of access and the level of risk – then it is time to provide a real solution.

Introducing the new Easy Access Investment Bond from Zurich Easy Access

A customer can invest from €5,000 to a maximum of €50,000 in the bond and have the peace of mind in knowing that they can access **all** of their money at any time – **there are no early encashment penalties.**

Risk Profiling

Customers have access to Zurich's range of investment funds including the five risk-rated Pathway Funds. Each Pathway Fund matches a particular customer risk profile – **with low risk options up to high risk options.**

Warning: The value of your investment may go down as well as up.

Warning: If you invest in this product you may lose some or all of the money you invest.

Making it easy to tell your customers about this new opportunity

We've put together a full **campaign pack** (including a [new customer brochure](#) and OmniBroker direct mail campaign) to help you position the new investment bond with your customers.

[Read more »](#)

And what's in it for you?

The Easy Access Investment Bond is available from today until 30 April 2015 and is very competitively priced.

[Read more »](#)

Take the next step

The Easy Access Investment Bond is only available till 30 April, so don't let your customers miss out on this great opportunity to start earning a potentially better return than they are getting from their deposits.

Talk to your Zurich Life Broker Consultant today about planning your campaign.

Contact

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