

Business Protection Case Studies

Sample Illustration - Business & Family Protection

Tom and Kate have 2 children.

Tom part-owns a business with Aidan valued at €500,000.

Tom met with a Financial Adviser and identified Kate would need €700,000 on his death to maintain the family's current lifestyle and provide the money needed to support the children to age 21.



The Solution

The Financial Adviser helped Aidan and Tom formalise what would happen on either of their deaths. They agreed that on death the survivor will buy the deceased partner's share from his family.

Tom and Aidan took out a Life Choice Assets plan that pays €250,000 to the surviving partner - If Tom dies, Aidan receives €250,000 and vice versa.

Tom also took out €450,000 personal cover on his own life payable to Kate on his death.

The Result

If Tom dies:

Aidan receives €250,000 and uses it to buy Kate out. He retains control of the business.

Kate receives €250,000 from Aidan plus the €450,000 from Tom's personal cover giving her the €700,000 she needs to provide for her family.

Sample Illustration - Investment Property

Joe and Siobhan bought a property in 2004. As it was an investment property they didn't have to take out mortgage protection cover.

Its value rose very quickly with the rapid increase in house prices and by 2006 they estimated it was worth about €100,000 more than they had paid for it.

At that time they viewed it as a valuable financial safety-net for themselves if they ever needed it and something they could pass on to their children in time.

Since 2006 Joe and Siobhan have fallen victim to the housing market collapse. They are now faced with the reality that the mortgage on their investment property is now in negative equity. If they were to sell it today they would have to find an additional €100,000 to clear the mortgage. If their children were to inherit it they would now be inheriting a debt instead of an asset.



The Solution

Joe and Siobhan took out a Life Choice Assets plan with €100,000 Lump Sum on Death cover. If either of them was to die the lump sum payment combined with the value of the property will help ensure the mortgage is cleared in full. It also means that in the future they won't be burdening their children with debt.

For further details talk to your Financial Adviser and find out how "Life Choice Assets" can give you the financial protection you need.

Terms and conditions apply. Benefits are subject to underwriting and acceptance by New Ireland Assurance Company plc. It is important to note that certain restrictions, conditions and exclusions apply. Where relevant, life assurance tax applies. Premiums are subject to a Government levy (currently 1%). New Ireland Assurance Company plc is regulated by the Central Bank of Ireland and is a member of Bank of Ireland Group.