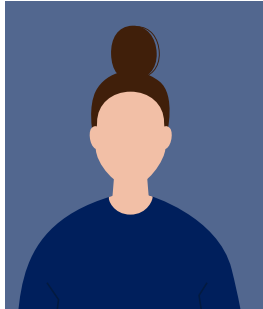


# Breathing Space Personas

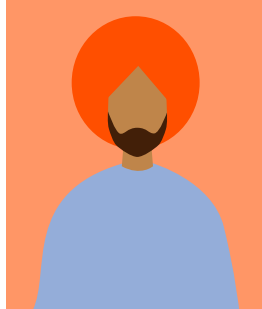
We've created some fictional personas to help you better identify the types of clients that might benefit from Breathing Space.

Click on the characters below to learn more about them and why Breathing Space could be the right fit for their Income Protection needs.

## Do you have any clients like these?



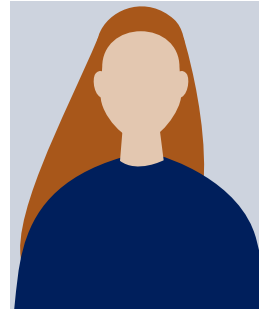
**Carol**  
Self-employed hairdresser



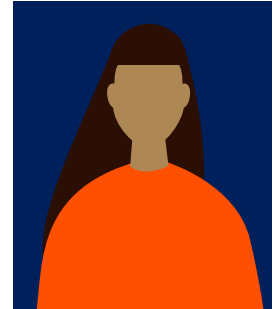
**Gurdeep**  
Nurse



**Jake**  
Carpenter and Deliveroo driver



**Carly**  
Former flight attendant and newly self-employed baker



**Amina**  
Office Administrator

[click here](#)

[click here](#)

[click here](#)

[click here](#)

[click here](#)

### What makes Breathing Space flexible?

- No financial underwriting at application or claim stage
- Not tied to mortgages or rent payments so benefit can be used for anything
- Benefit guarantee up to **£1250** per month
- 1-2-5 year claim benefit periods
- 1, 4, 8 or 13 week deferred periods
- Covers your client for the job they do

### Unique Selling Points:

- 5 year claim benefit period
- Free access to discretionary Mutual Benefits including access to virtual GP consultations, physiotherapy, counselling and a second medical opinion through Square Health
- Free automatic access to discretionary BF Care providing additional financial support when life-altering events occur such as the death of a loved-one or returning to work after a long-term claim
- All occupations priced the same
- At claims stage we will only require proof that your client has had an income prior to their incapacity

## Get a quote for Breathing Space

If you think Breathing Space could be a great fit for your clients, get a quote for our Breathing Space policy [here](#).

## Helpful Tips

- Breathing Space policies are subject to a maximum policy end age of 65, so make sure the retirement age you enter reflects this, when using third party portals like Iress or Ipipeline.
- Don't forget you can use our Telephone Interview option during the application process - allowing medical experts to run through the detailed medical underwriting questions with your clients.

## How can I find out more?

Feel free to get in touch with our Partnership Support Team by e-mailing [sales@britishfriendly.com](mailto:sales@britishfriendly.com) or calling us on **01234 358344 (option 1)** and we'll be happy to help with any queries.

