

Key Person Cover

Protect Your Biggest Asset

Your biggest asset - your staff

Are there people within your business who are key to driving its profits, performance, technology and new sales? Is this person you? Every successful business relies on a team of key employees to enable it to thrive. This means that the loss of one of these employees could result in the failure of their business.

Key Person cover can help safeguard your business against the financial effects of death, terminal illness and, if required, critical illness of a key person. The policy proceeds are paid directly to the business to be used to help replace the key person, and help cover the loss of profits that may occur.

Key Person cover can also help your Company avoid continuing debts by repaying any business loans, including those through a director's loan account.



- Could you or a key individual be replaced quickly?
- Would your business be able to continue trading profitably?
- How easily could the individual's skills be replaced?
- Would there be sufficient cash flow to maintain profits whilst a key replacement is found/trained?

How can you protect your business?

- Identify the people who are key to your firm's success and survival
- Understand what impact a sudden death or critical illness to one of these people could have on your business
- Consider the loss of profitability if this happens
- Engage with Ascend for advice and support

43% of all SMEs said they would have serious financial problems or cease trade in under a year after the death or serious illness of an owner. SOURCE AVIVA

Over 100,000 businesses fail each year because of a lack of protection against the death or incapacitation of key people. SOURCE: IPSOS MORI

39% of SMEs expect the death or serious illness of a business owner or key staff member to have a materially negative impact on business income / cashflow / profit. SOURCE AVIV



Ascend Executive

Personal High Net Worth Insurance Solutions

Ascend Executive is a trading arm of award-winning Ascend Broking Group

Our highly skilled and experienced team finds effective ways to meet all your needs. we provide a unique 360 approach to securing your individual insurance and investment protection.

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- High Value Building & Contents
- Fine Art
- Antiques
- Jewelry & Watches
- Thatched & Listed Buildings
- Holiday & Second Homes
- Farms & Estates
- Family Travel
- Collections

Specialist Motor

- Classic Cars
- Super Cars
- Prestige Cars
- Collector' Cars
- High Value Custom Vehicles
- Single & Multiple Vehicles
- Family Fleets
- Collections

Marine

- Luxury Yachts
- Catamarans
- Speed Boats
- Sailing Boats
- Dinghies
- Jet Skies
- Motor Boats
- Rowing Boats
- RIBs

Financial Planning - Business

- Shareholders Agreements
- Business Protection
- Share Protection
- Corporate Powers of Attorney
- Share Schemes
- Flexible Employee Benefits
- Cash flow Modeling
- Cash Management
- Business Consultancy
- Corporate Investment
- Pre and Post Business Sale Planning

Financial Planning - Individual

- Personal Financial Life Plan
- Wealth Accumulation Strategies
- Pre and Post Retirement Strategies
- Wealth Preservation Strategies
- Tax Efficient Investments
- Offshore Investments
- Pension Investments
- Charitable Giving
- Free Wealth Management Review

Life & Medical - Insurance

- Life Insurance
- Medical Insurance
- Private Medical Insurance
- Critical Illness Protection
- Occupational Health
- Dental Insurance

Trust & Estates

- Create Family Trusts
- Powers of Attorney
- Probate
- Establish Wills

Access to Ascend Apps

- Ascend 24/7 Document Service
- Ascend Claims 24/7 Claims Reporting
- Ascend Inventory

Additional Services

- Discounted Preferred Suppliers
- Risk Management Services
- Business Insurance



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