



Media Release

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Pinnacle Life continues to update its offerings

Pinnacle Life has launched two new services in response to its customers needs.

While 70% of New Zealand households have their contents insured only 26% of households have someone with Income Protection insurance.

Every year over 50,000 New Zealand households (a Napier sized city) lose their main source of income through illness and more than half of those lose it for six months or longer. Sadly only 1 in 8 of those households have income protection cover.

Recent research commissioned in 2015 by the Financial Services Council of NZ reveals 47% of employed 18-64 years olds estimate they would be able to pay all current household expenses and maintain their standard of living for only 4 weeks after their sick leave, annual leave, and savings have been used up.

Chief Executive Michelle van Gaalen says “this is an area of our lives we pay little attention to yet it is a hugely important one. We’ve put a lot of time into delivering a service that can be applied for and purchased online easily and quickly. The [Income Protection insurance product](#) can be issued in just ten minutes; not a lot of time to get peace of mind for you and your family.”

In what’s believed to be a first for a life insurance company in New Zealand, Pinnacle Life is making use of data available from customers to provide additional information to help with their planning as to how much life insurance cover they made need. Along with their life insurance calculator this new tool is another way Pinnacle Life is able help customers make informed decisions.

Van Gaalen says “We’re seeing a growing number of kiwis wanting to do research themselves, who want to be able to choose for themselves life insurance options that are simple, straightforward and competitively priced. We suggest people visit <https://www.pinnaclelife.co.nz/compare-your-cover> to see how they compare for themselves. They can also then get a confidential life insurance quote and see how our prices compare to some other life insurance companies in New Zealand.”

These new services at www.pinnaclelife.co.nz build on the new tools and services delivered to customers in late 2015, and more innovations will be coming.

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