

ActiveQuote Launch New Life Insurance Comparison Service



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ActiveQuote is delighted to announce the launch of its new life insurance comparison service, allowing users to compare [life insurance quotes](#) online from 11 leading UK insurers.

Since 2009, www.activequote.com has remained the leading health insurance comparison website in the UK, comparing more products than anyone else and offering the user greater control over tailoring their policy.

In April of this year ActiveQuote followed this up by successfully unveiling its income protection comparison service, giving customers the opportunity to compare short term and long term income protection products side by side for the first time.

Now, ActiveQuote has expanded its range to include a third product by launching its life insurance comparison tool. The new life insurance comparison system includes all the unique features customers have come to expect from ActiveQuote: online quotes that can be tailored to fit their budget and requirements, choice of leading UK insurers and the ability to buy their chosen policy online.

After the customer specifies the level of life insurance required, ActiveQuote search the leading UK life insurers including Legal & General, Aviva and Friends Life to find the best life insurance and critical illness quotes to suit their needs and budget.

The life insurance quotes can then be tailored online, with the customer able to amend the amount of cover, policy term and critical illness amount with instant updates to the price. After viewing the full details of each plan, unsuitable quotes can be removed at the click of a button and the selected policy purchased online.

Managing Director Dr Richard Theo said: "ActiveQuote has led the movement into online comparison for [medical insurance](#) and income protection. We are now delighted to add life insurance to our online portfolio."

ActiveQuote's life insurance comparison service is released at a timely moment, as many people will be reviewing or investing in a policy before the imminent EU Gender Directive. On 21st December insurers will no longer be allowed to base premiums on gender, so experts are predicting a 20% rise in life insurance premiums for women and a small increase for men.

Dr Theo said: "Now is the final chance for many customers to take advantage of the current life insurance rates, so people who are considering taking out cover or changing to a new insurer should [compare life insurance](#) as soon as possible."

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