

Hong Leong Assurance launches Cash Builder plan

East Malaysia is already showing improvement in sales in such a short time with this new plan.

Eric Tan, Hong Leong Assurance Berhad's head of strategic marketing & product development

KUALA LUMPUR: Hong Leong Assurance has yet again launched another by-clients-demand product Thursday, HLA Cash Builder, You Build! You Plan! & You Decide!

Hence their product by-line, the HLA Cash Builder plan rides on the promise that it caters maximum flexibility to its policyholders by way of mixing and matching the plan to the individual's needs.

Policyholders are given the freedom to build their income, plan their protection and decide their payment term by moulding this plan to serve as many individuals' needs at once.

If planned well, the plan allows inclusion of investment, insurance protection, retirement plan, life savings and educational fund.

Hong Leong Assurance

Berhad's head of strategic marketing & product development, Eric Tan, said on Thursday that the HLA Cash Builder is their signature product this year and predicts the plan to gross more than 150 mil in First Year Annual Premium within six months in comparison with their signature product last year, HLA Promise, which grossed 150 mil in a period of 12 months.

"Look at it as an investment plan," said Tan, citing that HLA Builder allows for a faster, earlier, higher and always flexible income stream meets the many preferences of the policyholders.

He also said that on an average, HLA introduces three to four products a year and this signature of theirs for this year is the best yet.

HLA appointed representative

Loh Guat Lan said that HLA Cash Builder allowed the policyholders to choose from four different riders but no matter which rider they chose, policyholders would receive the guaranteed yearly income at all circumstances.

The contribution from East Malaysia was stated as roughly 10 per cent of the total sales generated from their HLA Promise last year

"East Malaysia is already showing improvement in sales in such a short time with this new plan", said Tan, when asked as to the kind of response they were getting from the East Malaysian clientele pool.

He also added that since they were confident this plan was for all, they did have a few tricks up their sleeves that they were planning to execute.



GUARANTEED INCOME: Hong Leong Assurance Cash Builder, You Build! You Plan! & You Decide!