



Your guide to Virgin Money's intermediary toolkits

We understand how busy you are and that less time in the office means more time with your clients, that's why we've created our handy toolkits to help you grow your business.

Our toolkits are packed full of useful materials, many of which are designed for you to use with your clients such as:

- > Customer brochures and flyers
- > Posters
- > Samples letters and emails
- > Infographics

When using these materials please bear in mind the following short guidelines, which have been prepared to help you use the materials effectively.

- > Where possible, and if it would form part of your normal process, we would recommend that you obtain approval from your compliance team before you use or display the materials.
- > From time to time we may update these materials to reflect market or Virgin Money changes. Your dedicated BDM will endeavour to update you with any changes but please also refer regularly to the toolkits to make sure any printed items you have are the most up to date. Version numbers can be found in the footer notes of documents.
- > Poster guidelines
 - Any posters you use should be installed neatly. i.e. ensuring any sellotape or blue tac used is not visible. And where possible, set your print settings to print the posters as A3.
- > Sample letters and emails guidelines
 - The sample letter and email content is provided as inspiration. You can of course change the words to suit your writing style and the client's circumstances.
 - Before sending any communication to prospective clients you should ensure compliance with the appropriate regulations incorporating any relevant risk warning and company branding.
 - Make sure you only send to clients who have asked to receive marketing from you.

We hope you find the materials useful when you're helping your clients consider their mortgage options. Please let us know your feedback by contacting your dedicated BDM, who can also help you with any other questions.

Electronic copies of all the materials can be downloaded from any of our Zones on our website virginmoneyforintermediaries.com