
U.K.'s Life Insurers

At Indur-Vishni Wealth Management LLC we like to present our reports in a novel way. We take the numbers seriously and we carry out a certain amount of thorough research (dude, life's too short to scrutinise every piece of guff released by the company!) but we don't obsess over it and we certainly don't lose ourselves in 'jargon diarrhoea'! The object of the year-end survey is to entertain and enlighten, not bore. So, we're going to wrap up our report in a couple of pages.

We do things differently at I-VWM: we have our own recommendations. We don't use the conventional 'Buy', 'Hold' and 'Sell'. Instead, we prefer the far more colourful 'Stay The F**k Away' (S.T.F.A.), 'G.T.F.O.' (you can probably figure out what the acronym stands for, especially if you liked Extreme's Get The Funk Out.) and, because we're classy and we had an expensive, private education 'Carpe'!

We pride ourselves on thinking differently from the herd. In fact, if we don't like the prospects of any stocks in a particular sector we won't hesitate in consigning the entire sector on to the rubbish heap.

We want our readers and clients to read 'em and weep (with laughter) but without losing sight of the fact that we'd like them to invest wisely and to not only retain their capital but also get a return on their capital. But, if you were dumb enough to buy any of these stocks at inflated prices you won't find this report amusing. We advise you to click the 'X' at the top right hand of the page!

This week we home in on the U.K.'s Life Insurers.

No Safe Havens

Insurers are generally thought of as dull but the U.K.'s listed life insurers' year was anything but dull.

Aviva crashed over 26% for the year. No dolce vita for Aviva, it seemed. There's a tempting 7% dividend on offer but we're not biting...yet. The company is based at Undershaft in London and we think it's going to get shafted some more. **S.T.F.A./G.T.F.O.** if you're making a profit.

Just Group just got ripped to shreds, falling over 46% for 2018. However, we think there's value in the company. The dividend might be a shade under 4% right now but we hope the long term growth prospects will give the dividend a lift over the course of the next few years. Just Group also makes an attractive acquisition for a bigger fish. **Carpe.**

Legal & General followed its peers down, finishing just over 16% lower for the year. It offers a number of services as well as a dividend just under 6% but we'd hold off for now. Maybe when the stock drops another 15% we might be tempted.

Mythically-named **Phoenix** had a rather mortal and mortifying year; this bird got (spit?) roasted in 2018 and finished down 20%. Sure, there's an impressive dividend (just under 7%) but we think this bird isn't rising from the ashes any time soon. It will keep lifting-off and then crashing. **S.T.F.A.**

With a market cap of over 44 billion, **Prudential** is the big mama of the sector but even she wasn't spared the fate meted out to other life insurers; big mama Pru got knocked out to the tune of 27%. Enough to make shareholders...PUK (the stock's ticker on the NYSE). Big in this case is not beautiful. **S.T.F.A.** If you bought in towards the end of 2018 you're probably sitting on a little profit. But, we don't think it's worth sticking around longer. **G.T.F.O.**

While most of the listed insurers are located in London, the deluded-by-grandeur and rather grandiose-sounding **St. James's Place** is based in 'Hooray-Henry-and-Chortle-Chortle-Charlotte' country, Cirencester in Gloucestershire. But, the annual performance was anything but grand, finishing just over 24% down. Looks like the 'Barbour-and-Land-Rover' set weren't that bothered by St. James's Place last year and we can't be bothered with it this year, 4.5% dividend or not. We suggest **ST. FA** and, if you've made a little profit, **G.T.F.O.**

Those were arguably some of the lousiest performances in any FTSE sector. Next week we look at the U.K.'s listed Non-Life Insurers. Our quills are being sharpened as we speak.

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