

## Four free months of term life insurance\*



Thanks to your support, you've have made this offer overwhelmingly successful by helping many of your clients get the insurance protection they need. You are taking advantage of this offer with your clients and we would like to continue to make it available to you for a limited time. As such, Canada Life is extending the introductory offer of four free months of premium\* until Mar. 1, 2021

From Sept. 1 until Mar. 1, 2021, Canada Life™ is making a special introductory offer of four free months premium\* on qualifying, new Canada Life™ term 20, term 30 and term to age 65 policies. This includes their additional benefits (riders). For a new policy to qualify, the client's application for the policy must be received between Sept. 1 and Mar. 1, 2021 inclusive. This offer extends to reissues, if the original policy qualified Sept. 1 until Mar. 1, 2021. A client will be eligible for this offer after the initial premium has been paid and all placing requirements are received in good order to put the policy in force. After the policy is placed inforce, an email will be sent to the advisor that will include a letter confirming four months of free coverage\*. This letter confirms the offer is part of the contract and must be shared with the client.

Term 10, term-to-term conversions, exchanges and the addition of term riders on universal life and participating life (par) insurance are excluded from this offer. Term riders on inforce universal life and par policies are also excluded.

The first premium must be paid by the client for the contract to take effect. The following four months' premium will be waived. For more details, refer to the [term FAQ](#).

\* In B.C., the offer is capped at three free months.

### Talk to clients today

There's no better time to connect with clients who have experienced significant milestones, like getting married, buying a home, or starting a family or business, to help them meet their needs and share the news about the free premium offer.

A needs analysis must be completed to determine what product and coverage amount is best for your client. Remember, your responsibility is to recommend the product most suitable to their needs. This offer should not lead you to sell a product that doesn't meet their specific needs. If you create your own social posts, be sure to position the special introductory term offer as provided by **Canada Life™** and avoid any language which makes it appear that you are personally making the offer.

### Place applications faster

With [SimpleProtect™](#), the application can be completed in less than 10 minutes with the potential for instant approvals. You don't need to meet in person since clients' digital signatures are accepted. Web applications and paper applications can also be used as part of this offer.

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### Resources

Ready to start the conversation with your clients? Check out these promotional and support pieces we have pulled together to help promote the term insurance offer.

- [Template email to send to clients who may be interested in term insurance](#)
  - [Option 1](#)
  - [Option 2](#)
- [Email signature](#) highlighting the offer
- [Frequently asked questions](#) (FAQ) on the term offer
- See the [term sales commission calculator](#) to show you how a few extra term sales a month can increase your income
- [Watch our term life insurance video](#) to learn more about how term insurance can fit clients' needs
- [Insurance social media library](#) To help you stay compliant, when sharing social media posts with your social network, we recommend that you use these designed and easy-to share posts
- [SimpleProtect video](#)
- [Changing needs diagram](#) for advisor/wholesaler discussions
- [Term Essentials](#) marketing catalogue for marketing materials related to term