

Sales ideas to help your business grow this spring

Over the years, you've changed how you do business; Canada Life™ has done the same.

We're here to provide you with materials and support, so you have the right products and tools to help meet the needs of your clients.

Now that spring has arrived, we've developed new marketing materials to help you meet the needs of your clients.

Investment solutions

Help clients find the appropriate investment product, or mix of products, to meet their retirement goals:

- [Retirement income strategies brochure \(form 46-7545\)](#)
- [Retirement income strategies client mailer \(form 46-8920\)](#)

Life insurance solutions

If your client owns a corporation and wants to preserve more of their assets for their estate and retirement, and are looking for access to the cash value in their policy, this tax-advantaged strategy may be for them:

- [Corporate estate transfer with cash withdrawal brochure \(form 46-8921\)](#)
- [Corporate estate transfer with cash withdrawal client mailer \(form 46-8922\)](#)

Living benefits solutions

Help protect your clients' retirement with critical illness protection and demonstrate how they can keep their critical illness coverage beyond 65, by prepaying their premiums:

- [Wealth preservation using critical illness insurance brochure \(form 46-8923\)](#)
- [Wealth preservation using critical illness insurance client mailer \(form 46-8924\)](#)

We'll let you know when this material is available on Canada Life RepNet™. For more information, contact your MGA or your investment, life insurance or living benefits partner at your Canada Life regional marketing centre.