Canada Life™

New sales strategy: individual asset efficiency

As of Nov. 25, 2013, you can start driving sales with a new strategy: individual asset efficiency.

This life insurance strategy:

- Helps clients use their assets more efficiently.
- Helps your advisors grow their life insurance business.

What it does

This strategy combines individually owned permanent life insurance with a collateral loan to potentially increase the cash clients can access

- **Manage -** Excess cash from taxable investments is redirected to tax-advantaged permanent life insurance. This means clients could save more money by paying less tax.
- **Access -** Clients use the insurance policy as collateral for a line of credit, which can provide a stream of income.
- **Preserve -** At death, the insurance policy's death benefit is used to pay off the outstanding loan first, and any remainder will go to the beneficiaries and heirs tax-free.

This strategy could be suitable for clients who may have excess cash and would like to benefit from tax-advantaged accumulation. Clients should be sophisticated investors with high risk tolerances and access to professional advice from lawyers and accountants. Clients should have sufficient income and capital to pay insurance premiums and cover the loan interest and repay the loan if necessary.

Additional materials

You'll also find marketing material on Canada Life™ RepNet™ under: Products & tools > Life insurance > Sales strategies > Individual asset efficiency catalogue. The tool will be available with the next software release later this month.

For more information, contact your MGA, branch office or your local regional marketing centre.