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Global Pacific Financial Services Ltd.

Help clients see the value of Canada Life income annuities

Submitted by Emily on June 8, 2016 - 2:54pm

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Help clients see the value of Canada Life income annuities

We all know Canadians are living longer. As they approach retirement, there?s a greater desire for guaranteed income for life. Income annuities can be a great retirement income vehicle. To help promote the value of our annuities ? and the launch of HelloLife, which can include annuities ? we continue to offer enhanced compensation until Oct. 18, 2016*.

We?ve developed a suite of marketing materials to help you have the annuity conversation with clients. These materials highlight some compelling reasons why income annuities can be a vital part of a client?s retirement income planning. These include:

1. **Interest rates** ? regardless of interest rates, income annuities still provide greater income than many other products. You can help clients understand the impact of delaying an annuity purchase by showing them illustrated comparisons between income annuities and some traditional investment solutions.

2. **Retirement paycheque** ? clients are used to getting a paycheque in their working years. Income annuities can provide them a paycheque during their retirement years. You can help clients understand how income annuities can evenly distribute their income for as long as they live.

3. **Manage estate transfer** ? give clients a new perspective. Show how an income annuity provides not just for the client but can help secure a part of their nest egg for their family early on.

Concepts that illustrate these reasons and more, can be found in the annuity marketing catalogue on**Canada Life RepNet? under Products & tools > Investments > Marketing materials > Marketing catalogues**.

For more information, contact your MGA, branch office or Canada Life regional marketing centre nearest you.

* As always, an advisor?s primary obligation is to advise clients in their best interest and to ensure the fair treatment of consumers. This introductory rate shouldn?t in any way encourage advisors to promote or sell a product that doesn?t truly meet clients? specific needs.