

## Four free months of term life insurance



### What's coming?

Now it's easier than ever for you to help your clients get the longer duration term insurance they need.

From Sept. 1 until Dec. 1, 2020, 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 Dec. 1 inclusive. This offer extends to reissues, if the original policy qualified. 1 until Dec. 1, 2020. When approved for the offer, a letter confirming four months free coverage will be sent to you that can be shared with your 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 incentive FAQ](#).

### 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.

### 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.

### 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](#)
- [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
- [Changing needs diagram](#) for advisor/wholesaler discussions
- [Term Essentials](#) marketing catalogue for marketing materials related to term