

Expect the Unexpected

COVID 19 has led daily news stories for the past 2 years, plus. While the virus rages on, other political and financial issues share newsfeeds – Inflation, rising food and consumer goods costs, interest rates and workers efforts to return to pre pandemic lifestyles among them. Then add a war in Ukraine.

What everyone who owns a business is now acutely aware – they are vulnerable to sudden abrupt unexpected adversity. Whether or not they or anyone in their circle became ill, business owners had to react to save their businesses, surviving the crisis using financial resources or investments set aside for future development and income.

A similar reaction is experienced when a business owner gets sick or has an accident that prevents them from working. Investments and RSPs, emergency funds and money earmarked for growth or expansion go to staying afloat financially.

As an EDGE contracted advisor, you can offer “Blue Collar” business owners up to \$10,000 monthly and “White Collar” business owners up to \$12,000 monthly TAX-FREE income to offset the adverse financial consequences of an injury or illness.

Be the one to show them how to combine EDGE personal Income Replacement insurance and Business Overhead Expense Benefit.

Help them “Expect the Unexpected” and be ready!

Good Selling!

Blaine

