

BENEFITS



The mayor of a small town in Ontario recently declared on a radio interview that some people “can’t afford to go to work.”

Her explanation cited costs associated with transportation to get to a job and current inflation that includes the cost of food, cost of housing, rent and other lifestyle necessities.

Small businesses are desperate for workers, and many are willing and ABLE to pay fair wages, yet they still cannot hire the people they need.

Is there another approach besides fair wages that an employer can incentivise workers to their business?

YES! Employee Benefits will often be the determining factor for a skilled worker seeking secure employment.

EDGE Benefits Multilife Health and Dental plans offer you, the advisor, an opportunity to help small businesses attract and retain good employees.

**You can offer plans that are GUARANTEED ISSUE!
No medicals, no drugs or conditions excluded!**

EDGE plans can include upgrades and a premier plan that is a “Cadillac:” in plans offered to groups of 10 lives or fewer. Learn about the cost-plus feature that can pay for Health and Dental services not included or that exceed maximums. Cost Plus is an attractive option for owners to use corporate dollars for personal health care expenses.

Consider the independent business owners you know who have 3 or more workers (including the owners) who are struggling to meet customer expectations with too few employees.

Retail and hospitality sectors have been affected dramatically, some reducing hours of operation in order to satisfy the clientele they can serve.

Help out these entrepreneurs who are so vital to our economy and the backbone of Canadian commerce.

You have the solution for them to hire the staff they want and need and reenergize their businesses. You can make it attractive for an employee to go to work!

Choose EDGE Multilife Health and Dental

as a solution for the target market, small business, that EDGE serves so well.

Good Selling,

**CONCEPT
BROKERAGE INC.**
Insurance Solutions by Design