



It is December 2016!

Year end; time to look back and forward at the same time!

All good salespeople can perform that trick ☺

Recently, Edge Benefits announced a closer relationship with MGAs in Canada. I just want to provide reassurance that your contract with Edge and me will not change. We are still working together ☺

To that end, please accept thanks to those of you who wrote new business with Edge Benefits this past year and a shout out of gratitude to all of you who retained and serviced the Edge business you wrote in all the prior years we have been associated.

We all know the adage about one sale to someone makes them a customer, the second makes them a client. Clients stay with you, customers often "shop around" and leave.

Edge Benefits guaranteed issue products can help with retention. How? Because they are "guaranteed to issue". No declines, no ratings to explain, just a satisfied, grateful customer who wants to be your client.

When you are setting your production goals for 2017, consider the clients who have remained loyal to you for years. Has a medical condition been uncovered or health issues changed their insurability? Perhaps they now need a product that is guaranteed to issue. Life, Critical Illness, Accidental Death, Fracture Benefit, Business Overhead Expense (injury) and Income Replacement (injury).

Edge Benefits might offer you a chance to provide an inexpensive solution for increased coverage.

Keep in touch. Best wishes for success in your personal and business life this holiday season and the coming year 2017.

Blaine

