

# February is ❤️ Month in North America

While you are likely primarily focused on gathering assets for RSP contributions with your clients this month, consider discussing the topic of Heart disease and Stroke frequency.

Thousands of Canadians are canvassing door to door for donations to fund research and improve outcomes for this who suffer. Heart and Stroke advertising and promotion of information is never more evident that this month.

February brings a unique opportunity to discuss Critical Illness with clients.

## 84 percent of claims for Critical illness are Heart, Stroke and Cancer.

Any clients who are not eligible for standard issue, due to family history or height/weight ratio issues, can benefit from Guaranteed Issue Critical Illness from EDGE benefits Inc. Even people with history of certain conditions that would preclude them from acceptance, diabetes e.g. are eligible EDGE clients.

EDGE offers \$25K guaranteed issue and up to \$100K with qualifying questions.

Have the conversation and give us a call to get a quote or more information about the product.

**Have a ❤️!**