

Inflation is still top-of-mind for all Canadians in 2024. No end of speculation abounds regarding how long rates will remain at current levels and when inflation will reach the Bank of Canada's comfort zone for easing to begin.



With that in mind, this is a really good time to encourage prospects to protect their income with a

Simplified Issue plan from Edge.

It is also a good time to encourage existing clients to examine their plans to ensure the benefit amount of their current disability/income replacement plan is adequate to guarantee their lifestyle if they can't work because they were injured or became ill.

A tax free \$500 increase can make a significant difference.

Time to review with clients who have only an injury policy; offer to add the monthly illness benefit.

If they are not eligible for the addition due to a pre-existing condition, suggest Edge's Guaranteed Issue Critical Illness, no medicals, immediate issue, peace of mind in uncertain times.

Start your prospects & clients 2024 off secure in the knowledge they can pay increased expenses while they recover from unexpected work stoppage due to accident, injury or illness.

Good Selling!

A handwritten signature in black ink that reads "Elaine".

