



# INFORMATION CIRCULAR

**DATE:** AUGUST 31, 2019

No. 2019-14

**CATEGORY:** INVESTMENTS

**TO:** Managing General Agents, Associate General Agents, Brokers, General Agents and National Accounts

**SUBJECT:** Earn an extra 10% commission on all GIF deposits through the remainder of 2019 with the Empire Life GIF Sales Commission Bonus

## Announcement

Empire Life is pleased to announce the extension of our Sales Commission Bonus campaign through the remainder of 2019. The campaign will now pay an extra 10% commission on all deposits into Guaranteed Investment Funds (GIF) contracts from June 3<sup>rd</sup>, 2019 to December 31<sup>st</sup>, 2019.

## GIF 10% Bonus Deposit Commission Rates

The GIF deposit commission rate will be increased by 10% for the following purchase fee options:

Purchase Fee Option	Current GIF Deposit Commission Rate	Bonus GIF Deposit Commission Rate
Deferred Sales Charge (DSC)	5.00%	5.50%
No Load (NL)	3.50%	3.85%
Low Load (LL)	2.50%	2.75%
Front End Load (FEL)*	N/A	0.25%*
Fee For Service (FFS)**	Not Eligible	Not Eligible

\* Empire Life will pay a 0.25% deposit commission on all GIF Front End Load deposits, regardless of the Front End Load % selected by the client

\*\* Any commissions in a Fee For Service contract are negotiated by the client and the advisor/Dealer and are paid by the client directly

## GIF Commission Bonus eligibility

All GIF deposits processed beginning June 3<sup>rd</sup>, 2019 until the end of business December 31<sup>st</sup>, 2019 will receive the 10% bonus commission. This includes deposits received through:

- Fast & Full Investment Application
- Empire Life Advisor Portal
- Fundserv Wire Order
- Paper (i.e. cheque from client)
- Transfers from another institution
- One-Time Pre-Authorized Deposit (PAD)
- Recurring PAD
- Transfers from another Empire Life policy

For eligible GIF deposits into the DSC, NL, and LL purchase fee options, the 10% bonus

**GIF  
Commission  
Bonus  
calculation &  
payment**

commission will be calculated at the time of each deposit and will be paid during the applicable Empire Life weekly advisor pay period (see CIRE-2018-22 for the 2019 Weekly Advisor Pay Schedule)

For deposits into the FEL purchase fee option made between June 3<sup>rd</sup>, 2019 to August 30<sup>th</sup>, 2019, the additional 0.25% bonus commission on all eligible GIF FEL deposits will be calculated after August 30<sup>th</sup>, 2019 and paid in a subsequent Empire Life weekly advisor pay period.

For deposits into the FEL purchase fee option made between September 3<sup>rd</sup>, 2019 and December 31<sup>st</sup>, 2019, the additional 0.25% bonus commission on all eligible GIF FEL deposits will be calculated after December 31<sup>st</sup>, 2019 and paid in a subsequent Empire Life weekly advisor pay period.

**Reference**

**Mike Stocks, Vice President and Chief Marketing Officer, Retail**

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