



Could a 15% premium discount in year one cost more over the long term?

A 15% discount sounds like a good deal, but is it really? For life insurance coverage that is intended to last 20 or 30 years, it pays to look at the cost over the entire initial term of a policy to get the full picture.

Compare for yourself. We ran quotes for 344 scenarios for standard non-smokers, ages 18 to 60 and found that total costs for a client were lower for Empire Life in all but one case compared to Company "Q" even with the 15% discount Company "Q" is offering on first year premiums.¹ Total savings ranged from 0% to 13%.²

Solution 10 [®]	Premium cost savings over the initial term with Empire Life vs. Company "Q"					
	Female			Male		
Standard, non-smoker \$500,000		age 35	6%		age 35	11%
		age 45	4%		age 45	10%
Standard, non-smoker \$1,000,000		age 35	7%		age 35	9%
		age 45	3%		age 45	8%

Solution 20 [®]	Premium cost savings over the initial term with Empire Life vs. Company "Q"					
	Female			Male		
Standard, non-smoker \$500,000		age 35	5%		age 35	6%
		age 45	6%		age 45	7%
Standard, non-smoker \$1,000,000		age 35	5%		age 35	4%
		age 45	2%		age 45	5%



Solution Series products enable you to build comprehensive insurance solutions by combining any of our whole life, term, critical illness and disability insurance riders, and supplemental benefits all in one policy with only one policy fee.

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Insurance & Investments

Simple. Fast. Easy.[®]





PLUS earn up to +20% more FYC vs. paper applications with the Fast & Full[®] Life App³

Competitive rates for term life insurance, plus bonus commissions, equals the best way to close out 2021! Don't miss this opportunity to earn 60% FYC on Solution 30 and 55% FYC on Solution 20 with applications submitted using Fast & Full Life when clients choose the eHQ and eContract Delivery options.

Product	FYC Rates			eBundle Bonus for Fast & Full apps with eHQ and eContract Delivery vs. Paper +20%
	Paper	Fast & Full Life App Bonus Program		
		Fast & Full	Fast & Full with eHQ & ePolicy	
Solution 10 [®] & Solution 20	45%	50%	55%	
Solution 25 [™]	47.5%	52.5%	57%	
Solution 30 & Solution 100 [®]	50%	55%	60%	

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¹ In the case of Solution 20, for a male aged 57, the cost of \$1 million was 0.01% higher than Company Q.

² Calculations based on the annual premiums of Solution 10 and Solution 20 initial term premiums on September 7, 2021, and the initial term premiums of Equitable Life's 10 YRCT and 20 YRCT products, without additional riders or benefits, from quotes obtained in LifeGuide on September 7, 2021 for the same life insureds and amounts indicated. Equitable Life's special 15% term discount on the first year premium is included in the total premiums calculation.

³ Additional FYC is bonusable. Available on all life insurance products and applications using the Fast and Full Life Application. This promotion can be withdrawn by Empire Life at any time.

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 To find out more, contact your Account Executive or the Sales Centre at 1 866 894-6182

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