



ASK YOUR CLIENTS: DO YOU HAVE ENOUGH LIFE INSURANCE?

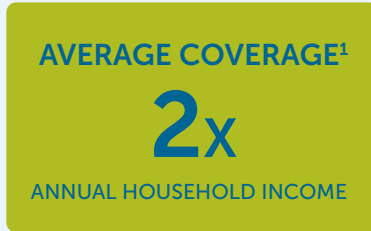
Preferred Term – Male

As you progress through various stages of life, your personal circumstances and obligations can change.

Ask yourself these questions:

- Does your family rely on your income?
- Do you want your mortgage or other debts to be paid if something happens to you?
- If the unexpected happens, will there be enough money to fund your children's post secondary education?

Average insured Canadian has much less life insurance coverage than is truly needed



Get the insurance amount you need may be more affordable than you think

Male, Standard Non-smoker	Solution 20 [®] Monthly Premium	NEW! Solution 25 [™] Monthly Premium	Solution 30 [®] Monthly Premium
Age 35			
\$400,000	\$29.70	\$43.20	\$53.82
\$500,000	\$32.85	\$46.80	\$60.30
Age 40			
\$400,000	\$42.30	\$61.74	\$79.38
\$500,000	\$48.15	\$69.75	\$94.95

Initial annual premiums for Solution 20, 25 & 30 term insurance for the life insureds shown and the risk classes and coverages indicated, as of June 29, 2020.



To find out more about our **Solution 25**, contact Account Executive or call our sales center at 1 866 894-6182

¹ Source: Policy Advisor, available at: <https://www.policyadvisor.com/blog/canadian-life-insurance-trends-2019>.

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The Empire Life Insurance Company

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Insurance & Investments – Simple. Fast. Easy.[®]

