

# Prospecting Letter

Targeted to Employers who currently have a Group RRSP

Date

Employer's name and address

Dear .....,

In today's highly competitive environment, many employers are reviewing their company's retirement planning package to determine if they are getting the best value possible for their members. You might want to do the same.

Although any retirement savings plan can be helpful when it comes to attracting and retaining skilled workers, some are far better than others. As an employer, you have the privilege of choosing which retirement plan is made available to your employees. However, with this privilege comes the obligation to ensure your plan meets the needs of its members. After researching the available options, I've chosen to sell the Group RRSP offered by The Empire Life Insurance Company (Empire).

Empire's Group RRSP can be easily tailored to provide maximum flexibility. Enrolment and contributions are optional for both you and your employees, and members can benefit from my services as a qualified financial advisor to help them create a personal financial plan. Empire offers comprehensive Plans that feature:

- No set-up fees,
- No annual administration fees,
- Minimal paperwork requirements,
- No investment acquisition fees or deferred sales charges.

Plus, Empire's reputation for helpful, personal service and ease of doing business is consistent with the way I think financial affairs should be conducted.

As a qualified financial advisor experienced in the area of Group RRSPs, I would like to meet with you to review your current plan and to determine if Empire may better suit your company's retirement savings plan needs.

I will call you in a few days to see if you are interested in learning more about your options in today's Group RRSP market.

I look forward to our discussion.

Yours truly,