

Prospecting Letter

Targeted to Employers who **do not** currently have a Group RRSP

Date

Employer's name and address

Dear,

In today's highly competitive environment, companies often find it challenging to attract and retain the highest-quality employees. As a result, more and more employers are turning to Group Retirement Savings Plans (Group RRSPs) as a compelling employee benefit. You might want to do the same.

In addition to the tax benefits associated with these plans, Group RRSPs can reduce staff turnover, increase productivity, and increase employer loyalty among Plan members.

Group RRSPs can be designed to exactly fit your needs with maximum flexibility for both employers and employees. Enrolment and contributions are optional, and members can benefit from my services as a qualified financial advisor to help them create a personal financial plan.

Your competitors may already have Plans in place. However, Group RRSPs are not all alike, and it's important to choose the right Plan. After researching the available options, I've chosen to sell the Group RRSP offered by The Empire Life Insurance Company (Empire).

That's because 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.

I will call you in a few days to see if you are interested in learning more about the benefits to you and your employees of implementing a Group RRSP.

I look forward to our discussion.

Yours truly,