

10 GREAT REASONS to sell Group Benefits

1 Group Referrals

Group insurance clients require regular service, providing you with increased opportunities to meet and seek referrals.

2 Employee Referrals

There are opportunities to present to the company's employees to develop additional business (Life, CI, Funds, etc.).

3 Compensation

The Insurance Carrier offers attractive commission arrangements. Commission income from group insurance acts as inflation protection for your own business (higher premium from dental fee guide increases, higher salary, higher employee count, etc.) which generate new premiums and increased compensation. You can build your own personal annuity through group renewals.

4 Sticky Relationships

Talk to your corporate clients today about group insurance, before somebody else does. The more types of insurance you are providing for your client, the more you become part of their family.

5 Market Potential

There are over 1 million small businesses in Canada that have employees. 98% percent of businesses in Canada have fewer than 100 employees. Over 100,000 small businesses start up each year. Small Businesses employ 48% of Canadians in the private sector. The opportunities for growth in your group portfolio are limitless in the small business market segment.

6 Portfolio Diversification

The marketing of group employee benefits gives you a competitive edge by exposing you to different markets and opportunities while allowing you to diversify your client portfolio.

7 Daytime Activity

Meet with business owners at their place of business (or yours) during normal business hours.

8 Entry to the Business Market

Get exposed to different and varied business insurance situations and needs, including key-person insurance and buy-sell agreements.

9 Door Opener

Group is a non-personal sale focusing on the needs of the corporation rather than the individual. It gives the prospect an opportunity to get to know you, and may be the glue that cements your business relationship.

10 Group Retirement

Canadians are concerned about retirement savings. This is a great transition item for advisors.

We are Here to Help!

Your Financial Horizons Group – Group Benefits Support Team supports you throughout the group benefit sales process.

For further information
and support for Group Benefits

contact your local Business Development Manager, or
call: 1.877.711.1388 email: group@financialhorizons.com

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