

# BUILD YOUR BOOK USING CLASS PLUS<sup>®</sup> TFSA

## SET UP A CLASS PLUS TFSA FOR A CLIENT

Studies show that 90% of Tax Free Savings Account (TFSA) investments are in low interest savings accounts and term deposits<sup>1</sup>. That presents a great opportunity for you to build your book by offering a Class Plus TFSA.

Instead of your clients' TFSA funds resting in savings accounts during this period of historically low interest rates, they can be in Class Plus generating a tax-free guaranteed retirement income for life, with the potential to take advantage of market growth, and 5% annual bonuses.

The TFSA 2011 maximum deposit of \$15,000<sup>2</sup> may seem negligible right now, but if you have 50 clients who make the small initial investment of \$15,000 and follow-up \$5,000 annual contributions<sup>2</sup>, your book of business can grow.

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### HERE'S AN EXAMPLE:

You set up a Class Plus TFSA for a client who contributes \$15,000 today and \$5,000 annually for 10 years. You earn an initial commission of \$750.00.

Multiply that result by 50 clients over 10 years and your gross commission including trailers could be over \$245,000<sup>3</sup>.

Deposit	Market Value <sup>4</sup>	5% commission on deposits & .50% trailer	# of Clients	Total Commission
Year 1	\$15,000	\$750	50	\$37,500
Year 2	\$20,750	\$329	50	\$16,438
Year 3	\$26,788	\$359	50	\$17,947
Year 4	\$33,127	\$391	50	\$19,532
Year 5	\$39,783	\$424	50	\$21,196
Year 6	\$46,772	\$459	50	\$22,943
Year 7	\$54,111	\$496	50	\$24,778
Year 8	\$61,817	\$534	50	\$26,704
Year 9	\$69,907	\$575	50	\$28,727
Year 10	\$78,403	\$617	50	\$30,851

### Total commission \$246,616!

Please note: Legislation requires you to use a T2033 form when transferring funds from an existing TFSA to any new TFSA plan.

### Talk to your Empire Life sales representative to find out more about Class Plus/TFSA.

## CLASS PLUS: GUARANTEED RETIREMENT INCOME FOR LIFE<sup>®</sup>

Class Plus gives your clients the peace of mind that comes with knowing they can have guaranteed retirement income for life.\*

### CLASS PLUS HIGHLIGHTS:

- Lifetime 5% Income Base Bonus in **every** year no withdrawal is made
- 5% Income Base Bonus is not prorated
- Lifetime Withdrawal Amount available at age 65
- Low minimum investment - \$10,000
- High Net Worth Option - \$250,000
- 100% Death Benefit Guarantee; 75% Maturity Benefit Guarantee
- Death Benefit Guarantee<sup>5</sup>, Income Base, and Bonus Base automatically reset every 3 years
- 100% equity option: Empire Life Aggressive Growth Portfolio Fund
- Empire Life Dividend Balanced Fund and Empire Life Elite Balanced Fund - 80% equity exposure for more growth potential
- Excess Withdrawal Alert service to safeguard clients' guaranteed income
- Client-friendly DSC and Low-Load schedules
- Competitive MERs<sup>6</sup> and Annual Fund Fee rate (0.25% to 0.75%)

\* Making an excess withdrawal may decrease your guaranteed retirement income for life amount. Guaranteed retirement income for life can start as early as the year you turn 65

<sup>1</sup> Jonathan Chevreau, Financial Post, Jan.22,2010

<sup>2</sup> \$5,000 for 2009; \$5,000 for 2010; \$5,000 for 2011. Canadian residents age 18 or older can contribute up to \$5,000 annually to a Tax Free Savings Account.

<sup>3</sup> 5% deposit commission on \$5,000 annual TFSA contribution and 50 basis points trailer commission on Empire Life Balanced Fund.

<sup>4</sup> Assuming a 5% return on a deposit made at the beginning of the year.

<sup>5</sup> Only resets until age 80

<sup>6</sup> 10 of the 11 Empire Life Funds originally offered within Class Plus have a lower MER than the Segregated Fund Category Median. Source Morningstar Canada, April 2011.

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