

Enhanced monitoring, new management approach, and fresh marketing material - yet the same fees, features, strategic allocations and fund objectives.

Learn what is happening to **Ideal Select Portfolios**, and why it's good news for you and your clients.



1 What's new with Ideal Select Portfolios?

We're introducing a new management approach, which includes the addition of a new layer of monitoring. Standard Life's Quality & Choice Investment Program (Q&C), previously only available to institutional clients, is now reviewing and recommending funds for the portfolios, and monitoring them on an ongoing basis. On April 22, 2014, Ideal Select Portfolios were rebalanced to reflect the new approach.

Before	After	What this means for you
The Standard Life Assurance Company of Canada oversees portfolio construction and suitability of the underlying funds within each portfolio	The Standard Life Assurance Company of Canada continues to oversee portfolio construction, and now has access to the expertise and processes of the Quality & Choice Investment Program for our retail clients. This robust program was previously only available to institutional clients.	Increased confidence and peace of mind knowing that an added layer of fund governance is in effect
Greater emphasis on underlying funds managed by Standard Life Investments ¹ , and Standard Life Mutual Funds Ltd.	Increased third-party fund exposure, while maintaining exposure to Standard Life Investments ¹ at 50% or greater	Combining funds and fund managers in this way may provide diversity of management styles, and an additional protection against market risk
Greater number of funds in each portfolio	Streamlined number of funds	Improved portfolio efficiency

2 Are any new funds being added or removed?

Funds in each portfolio are being streamlined. In addition to funds managed by Standard Life Investments¹, Ideal Select Portfolios also include, but are not limited to underlying funds from such well-known managers as Fidelity, Franklin Templeton, and Invesco. All are subject to the same rigorous review and monitoring process.

3 Is the investment objective of each portfolio changing?

No, the objective of each portfolio remains the same. The addition of the Quality & Choice component has no impact on the portfolios' strategic allocations or fund objectives. Fund codes, premium allocation options, management fees, and insurance fees remain the same.

4 I have clients who already have Ideal Select Portfolios. What do I tell them?

Share the good news by letting them know they're now benefitting from an additional layer of monitoring. Visit the document library section on the Advisor Portal for tools to get the word out.

¹ The name Standard Life Investments is used interchangeably to refer to either Standard Life Investments Limited, its subsidiaries Standard Life Investments (USA) Limited and Standard Life Investments Inc., or a combination of these.

5 What's the difference between Ideal Select Portfolios and Ideal Portfolios?

	Ideal Select Portfolios	Ideal Portfolios
Management structure Both portfolio families are offered by The Standard Life Assurance Company of Canada, which oversees the portfolio construction and suitability of the underlying funds within each portfolio.	The Standard Life Assurance Company of Canada is guided by the Quality & Choice Investment Program, previously only available to institutional clients. The Q&C program recommends and reviews funds on an ongoing basis. Ideal Select Portfolios are rebalanced quarterly. In addition to underlying funds managed by Standard Life Investments ¹ , Ideal Select Portfolios may include, but are not limited to, funds from: Fidelity Investments, Franklin Templeton Investments and Invesco Canada	Most of the underlying funds are managed by Standard Life Investments ¹ , a leading fund manager with expanding global reach and a distinctive Focus on change philosophy. Each Ideal Portfolio targets a 20% investment in the underlying Standard Life Tactical Income Fund. Portfolios are rebalanced using the Tactical Income Fund as determined necessary by Standard Life Investments ¹ . In addition to underlying funds managed by Standard Life Investments ¹ , Ideal Portfolios may also include funds from Beutel, Goodman & Company Ltd. and Guardian Capital.
Risk approach	Traditional asset allocation approach <ul style="list-style-type: none"> ▶ Allocate assets to maximize returns ▶ Diversify assets to minimize risk ▶ Diversify through complementary management styles 	Subtle difference: Risk-based approach <ul style="list-style-type: none"> ▶ Allocate assets based on their risk contribution to the portfolio ▶ Once risk levels are taken into account, allocate assets to maximize returns
Differentiating factor	Additional layer of monitoring by Q&C, inclusion of high-profile fund managers	Risk-based approach, inclusion of Tactical Income Fund to help portfolios react quickly

6 What tools are available to help my clients decide?

An easy-to-use questionnaire will guide your clients to a suitable portfolio. The way they answer question 11 is the deciding factor.

11. Which is more important to you?

- A I prefer to know my assets can benefit from the expertise of a solid fund manager who applies a risk-based approach and oversees the management of the entire portfolio.
- B I prefer to know my assets can benefit from complementary expertise and management styles of different fund managers.

If they answer (A) to question 11, they will be directed to an **Ideal Portfolio**.

If they answer (B), they will be directed to an **Ideal Select Portfolio**.

7 Can I use the online questionnaire to generate a personalized IPS for clients who choose Ideal Select Portfolios?

Yes. The online questionnaire will generate an IPS for either Ideal Select Portfolios or Ideal Portfolios, depending on how your client answers question 11.

8 How can I see the latest tactical asset allocation for Ideal Select Portfolios?

This information will be available in form 7343, which is updated quarterly and can be found on the Advisor Portal.

Note that this form will be updated with the April 22 tactical asset allocations mid-May.

9 What tools are available to help me sell?

Information on our Advisor Portal

- ▶ Advisor brochure (form 7735)
- ▶ Tactical asset allocation (7343)
- ▶ Client brochure (form 7736)
- ▶ Ideal Segregated Funds Signature 2.0 questionnaire (form 7584)
- ▶ Platinum questionnaire (form 6581)
- ▶ Prospecting letter :
 - existing customers (form 7771)
 - new customers (form 7772)



Find out more

Eastern Region

1 877 549-4665

eastern@standardlife.ca

Central Region

1 800 554-4947

central@standardlife.ca

Western Region

1 800 663-1673

western@standardlife.ca

www.advisors.standardlife.ca

Ideal and Ideal Select Portfolios are offered on The Standard Life Assurance Company of Canada's Ideal Segregated Funds Signature 2.0 Contract. A description of the key features and the terms and conditions of Standard Life's Ideal Segregated Funds Signature 2.0 is contained in the Information Folder and Contract. The information has been simplified for the purposes of this document and, if there are any inconsistencies between the information presented in this document and the Ideal Segregated Funds Signature 2.0 Information Folder and Contract, the Information Folder and Contract will prevail.

Subject to any applicable guarantees, any part of the premium or other amount allocated to an Ideal Segregated Fund is invested at the risk of the contractholder and may increase or decrease in value according to fluctuations in the market value of the assets of the Ideal or Ideal Select Portfolio.

The Standard Life Assurance Company of Canada reserves the right to modify, without prior notice, the tactical asset mix, percentage range and choice of funds as long as the change respects the objectives of the portfolio.

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