



If you owned
the goose that laid
the golden egg ...

which would you insure first?



Insurance

The goose or the egg?

Naturally, you would insure the goose. As long as you have the goose, you can always get more eggs.

But, when it comes to your own insurance, is it possible that you have done just the opposite?

If the golden egg represents your house, car and other valuable assets, then you've probably insured everything that can be replaced.



The goose, however, represents your earning power. And, **your earning power is your most valuable asset!** If your income suddenly stopped because of an illness or a disability, where would the money come from? Who would provide the golden egg?

Unfortunately, like most people, you are probably only protecting your home and your automobile. You should be protecting your ability to earn an income ... **upon which everything else depends.**

So, have you insured the goose or the golden egg? Protect your earning power. Talk to your insurance advisor today about RBC Insurance® disability coverage.



Insurance

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