



QUICK REFERENCE GUIDE

Sun Life Evolve Term Insurance

We help. You grow.



Grow your business with Evolve Term

Confidently offer Clients insurance that keeps up with life's changes.

Give them options, flexibility and coverage that evolves with many of life's events:

- Marriage or common law partnership
- Birth or adoption of a child
- A 20% increase in gross income
- New or refinanced mortgage (increase)

Who is it for?

These common Client groups could be a great fit for Evolve Term.

Children	<ul style="list-style-type: none">• Ages 0-18• Opportunity to guarantee future insurability• Low-cost protection
Young professionals	<ul style="list-style-type: none">• Ages 25-35• Have some disposable income• Beginning to establish protection and savings plans• Have a long-term protection need but not the budget for permanent life insurance• Want to lock in insurability at a low cost
Family market	<ul style="list-style-type: none">• Ages 30-50• Have competing financial interests• High debt• Dependent children• Beginning to define short- and long-term financial goals• Insurance needs are greatest• Planning for children's education• Have a long-term protection need but not the budget for permanent life insurance
Pre-retirees	<ul style="list-style-type: none">• Ages 45-65• Focus on retirement asset accumulation• Peak savings/ accumulation• Greater disposable income/peak earning years• Debt load begins to decline• Starting to consider legacy planning
Retirees	<ul style="list-style-type: none">• Ages 60-75• Focused on asset decumulation• Considering legacy planning• May be carrying some debt that they can protect with term insurance• May benefit from ongoing income protection in the event of a spouse's death
Business market	<ul style="list-style-type: none">• Ages 35-70• Sole-proprietor or partnership• Concerned with business succession• Want to protect the value of a key employee



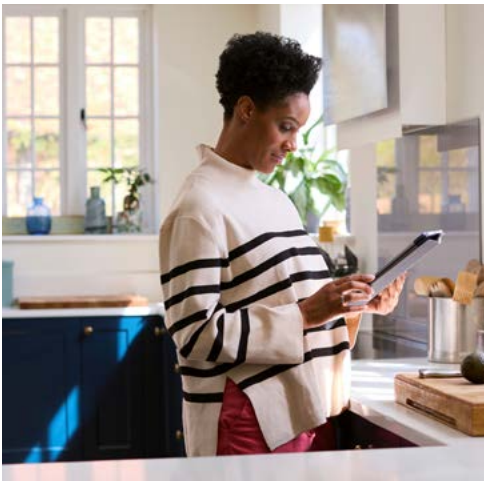
Which term length for which Client need?

With term lengths from 5 to 40 years, it's easy to help meet people's short- and long-term needs. Here's a few ways to get started.

Term Lengths	Suitable for Clients who are:
T5-T10	<ul style="list-style-type: none"> • on a budget and want the most insurance for the most affordable premium • most concerned about affordability today but not affordability in the future • pre-retirees and retirees with unpaid debts or mortgage balances • business owners who need short-term life insurance coverage to get a loan • wanting to convert to permanent insurance soon and want to lock in their insurability
T11-T19	<ul style="list-style-type: none"> • pre-retirees who want their surviving spouse to have sufficient assets when they retire • looking to build a multiple coverage plan with different term lengths to satisfy a decreasing need
T20-T29	<ul style="list-style-type: none"> • needing protection for a mortgage or longer-term debts • in the early or mid-career stage, not approaching retirement • parents of young or dependent children • business owners looking to provide protection for a key employee
T30-T40	<ul style="list-style-type: none"> • carrying larger mortgage balances and longer amortization periods • looking for a cost-effective and long-term insurance solution • young professionals or those early in their careers who want to lock in future insurability at a low cost • looking for affordable income replacement • business owners who have longer term business needs such as funding a buy-sell agreement

Sales tip

Help a Client meet multiple needs by layering term coverages all in one policy. This can be a more cost-effective solution for them.



Case study

A term layering strategy for Monika – a mother and homeowner with debts

The challenge

Monika is a 45-year-old architect who just purchased her second home with a 25-year mortgage for \$500,000. Her 15-year-old daughter Emily has many interests and post-secondary school aspirations. Monika would like insurance to protect her mortgage balance and provide income replacement. But with other debts like a car, line of credit and future tuition obligations, she's not sure what the right solution is.

The opportunity

After meeting with Monika and discussing her financial goals, you suggest a layering term strategy to take advantage of Evolve Term's flexible term lengths.

- T25 Evolve Term policy for \$550,000 to protect the mortgage
- T10 Evolve Term for \$550,000 to protect post-secondary expenses, as well as income replacement, while her daughter establishes a career
- T5 Evolve Term for \$100,000 to protect the outstanding car loan and balance of the line of credit

The takeaway

Evolve Term is a flexible product that can change with the Client as their life changes. It can be converted to a longer-term length, if needed, or even increased with limited underwriting if a defined life event occurs. Maybe Monika makes partner at her firm a few years after her policy was issued and her income has increased 20%. And another bonus is that up until Monika's 75th birthday, she can convert some or all of her term insurance to permanent coverage. And it's possible to do without underwriting.

Start the conversation

If you're unsure about where to begin, share these highlights:

- Sun Life Evolve Term Insurance is an affordable life insurance solution.
- When you die, it provides a tax-free lump sum to your beneficiaries.
- Your beneficiaries can use it to help pay off the mortgage or other debts, pay for your children's education, or to replace your income.
- You can choose from 5 to 40 years of coverage, depending on your age:
 - Choose 25, 30 or 35 years of coverage to match your mortgage length
 - Add another coverage to help pay for your child's future education
 - Customize your policy with optional benefits to protect your family, policy or future insurability
- Easily increase your coverage by applying for more insurance when life changes, by answering a simplified health questionnaire.
- You can convert your policy to permanent insurance in the future.
- Let's talk about your needs and how I can help you protect what matters to you most.

Questions?

See the advisor website to learn more.



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