



# We help. You grow.

At Sun Life, what sets us apart is our ability to go beyond the products and solutions we offer. We understand that it's the real connection, between people, that truly makes the difference. We set ourselves apart by focusing on three core principles - appreciation, advice and collaboration.



## Appreciation

### Strategic Partner Program

Exclusive benefits that deliver a competitive edge.

- » Educational opportunities
- » Dedicated resources
- » Priority services
- » Development tools

## Advice

### Advisor Best Practices

The resource hub for the Client-focused advisor.

- » Business building
- » Marketing yourself
- » Client engagement
- » Professional insights

## Collaboration

### Voice of the Advisor

An online platform to facilitate collaboration and innovation with your peers.

- » Future solutions
- » Test new technologies
- » Workshops

# We help. You grow.

We differentiate ourselves from our competitors through the strength of our business, our innovative solutions, the experiences we deliver to both advisors and Clients, and the depth of our expertise.



## Strength

- » Global reach with offices in 27 markets.
- » One of the most established providers in the retail insurance space.
- » Assets under management are larger than the top 5 Canadian pension funds combined.

## Solutions

- » Innovative sales strategies and robust Excel models to position insurance solutions with Clients.
- » Planning guides for advisors, Clients and centres of influence.
- » Publications on tax, law, budget, policy transfers, and more.

## Experiences

- » **High Net Worth Solutions Centre** - a support network of Sun Life experts for advisors with ultra high-net-worth Clients.
- » **Sun eApp** - apply directly for CII, par, perm and universal life.
- » **Digital platforms & content hub** - everything you need to do business with Sun Life and grow your practice.

## Expertise

- » Take advantage of a team of experts with deep industry knowledge and the skills to meet your needs.
- » 23 CFPs, 20 CLUs, 7 CHSs, 6 TEPs, 3 CPAs, 2 LLBs, 1 FSA, 3ACs, 3CIMs, 2 CFAs, 2 CEAs, 2 FLMI, 2
- » ASIA, AIAA, CFDS, FMA, CH.FC, IFIC, FEA, CHPR