

The Empire Life 2024 RRSP Season Commission Bonus

Kick-off 2024 by getting rewarded for making sure your clients are on track to meet their financial goals.

Turbulent markets and interest rate uncertainty mean your clients' investment portfolios need more attention than ever. To help reward you for the extra time spent reviewing and repositioning client portfolios, Empire Life is introducing this new, limited-time **bonus** to kick off 2024.



The bonus rewards you for growing deposits in most Empire Life segregated funds¹ during the qualifying period – **January 2 to April 30, 2024.**

How it works:

Growth of more than \$100,000 in eligible segregated fund deposits¹ made into both registered and non-registered contracts between January 2 and April 30, 2024, will be compared against the lesser value of:

- Eligible segregated fund deposits made from January 3 – April 30, 2023, or;
- The average of eligible segregated fund deposits made between January 4 – April 29, 2022 and January 3 – April 28, 2023

A bonus commission is payable based on growth in deposits

Growth in deposits	Bonus Rate
\$0 - \$99,999 ²	0%
\$100,000 to \$249,999	0.20%
\$250,000 to \$499,999	0.25%
\$500,000 to \$999,999	0.30%
> \$1,000,000	0.35%

Advisor business case example



Jane Advisor's segregated fund deposits:

January 4, 2022 to April 29, 2022: **\$700,000**

January 3, 2023 to April 28, 2023: **\$500,000**

January 2, 2024 to April 30, 2024: **\$1,000,000**

Speak with your Empire Life sales representative to find your previous years' deposits.

Jane's 2024 RRSP Season Commission Bonus will be calculated as follows:

1. The Lower of:
 - a. 2023: \$500,000 or
 - b. 2022 & 2023 Average: \$600,000 ((\$700,000 + \$500,000) / 2)
2. Growth in Deposits in 2024: \$500,000 (\$1,000,000 - \$500,000), resulting in a bonus rate of 0.30% as per the chart above
3. **2024 RRSP Season Commission Bonus is \$1,500.00 (\$500,000 x 0.30%)**

Review Information Circular 2024-02 for more information.

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Empire Life 2024 RRSP Season Commission Bonus program details and eligibility

Eligible products	Guaranteed Investment Funds (GIF) Class Plus 3.0 Elite Elite XL Class Segregated Funds, Class Plus Class Plus 2.0 Class Plus 2.1 Option Plus Group RRSP
Ineligible products	Empire Life CI Concentric GIF Canoe EL Protection Portfolios
Purchase fee options	Front End Load (FEL) No Load (NL) – Advisor Chargeback F-Class/Fee for Service
Advisor eligibility	Must have more that \$100,000 in deposit growth in 2024 (see example for more details)
Payment date	May 2024

Get rewarded twice with the Empire Life GIF Growth Commission bonus.

Extended for 2024, the Empire Life GIF Growth Commission program helps you earn a bonus on deposits into Empire Life GIF segregated funds, including any GIF deposits used to calculate the **2024 RRSP Season Commission Bonus**.



 To learn more, contact your Empire Life sales representative

¹ An eligible deposit for the 2024 RRSP Season Commission Bonus includes the following contracts: Empire Life Guaranteed Investment Funds (GIF) and Empire Life Class Plus 3.0 contracts. All legacy products, including Empire Life Elite Investment Program, Elite XL Investment Program, Empire Life Class Segregated Funds, Empire Life Class Plus, Empire Life Class Plus 2.0, Empire Life Class Plus 2.1, and Option Plus Group RRSP contracts, are also eligible. **Empire Life CI Concentric GIF & Canoe EL Protection Portfolios contracts are not eligible.**

² Advisors must have more than \$100,000 in growth in eligible segregated fund deposits by April 30, 2024 to be eligible.

Segregated Fund contracts are issued by The Empire Life Insurance Company ("Empire Life"). A description of the key features of the individual variable insurance contract is contained in the Information Folder for the product being considered. **Any amount that is allocated to a segregated fund is invested at the risk of the contract owner and may increase or decrease in value.** Please read the information folder, contract and fund facts before investing.

The campaign will pay a commission bonus on all eligible deposits received as outlined in the example and from January 2, 2024 at 12:01 a.m. (ET) to April 30, 2024 at 4:00 p.m. (ET). All existing recurring Pre-Authorized Debits (PADs) as of January 2, 2024 are eligible for the 2024 RRSP Season Commission Bonus.

Any commissions in a F-Class/Fee for Service contract are negotiated by the client and the advisor/dealer and are paid by the client directly.

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