



DOING BUSINESS WITH EQUITABLE LIFE JUST GOT EASIER. Introducing our Regional Sales and Service Teams

At Equitable Life, we're always looking for ways to serve you better. We will now provide both MGAs and Advisors with more local and personalized service and sales support.

Instead of contacting our Head Office in Waterloo, Ontario, you will now have access to a dedicated Sales and Service Team in your region who will provide the high-touch service support that you've come to expect from Equitable Life®.

Our **Regional Service Representatives** are equipped with the same training, technology and tools as our Head Office customer service team, to fully support your business. Plus, our **Regional Sales Managers** will focus purely on sales, partnering with MGAs and Advisors to build your business with presentations, sales solutions, product education, industry events, etc.

Our new regional service support centres will be able to provide you with the information and EquiNet training you need to do business with us. We've put even more information online via EquiNet so you have what you need to run your business.

Equitable Life Policyholders will continue to be serviced by the Customer Service Team in our Waterloo, Ont. Head Office.

Why are we making this change?

We believe with local service and having one place to contact, that we can work with you on your sales needs, training requirements and service questions. Not only will it allow us to provide you with more immediate feedback and more personalized advice, we want to strengthen our relationships with you and your MGA office teams.

When and how will this happen?

We are making the transition to Regional Sales and Service Teams in a phased approach, beginning in Eastern Canada, September 19th, and followed by Western Canada October 3rd.

Why is Equitable Life the right choice for you and your clients?

As the largest federally regulated mutual life insurance company and one of the fastest growing life insurance companies in Canada, Equitable Life offers competitive pricing and products, knowledgeable staff and financial strength. Our Regional Sales and Service Teams are here to support your business and success with Equitable Life.