



Frequently asked questions

Is this a marketing allowance?

No, this is a subsidy to support you in acting on the recommendations provided by the Sun Life Consulting team.

Is the subsidy \$5,000?

Sun Life will pay the agency 50% of the total invoice up to a maximum of \$5,000 after tax. For example:

- Total project cost = \$5,000. Sun Life will pay \$2,500 and you will pay \$2,500.
- Total project cost = \$10,000. Sun Life will pay \$5,000 and you will pay \$5,000.
- Total project cost = \$15,000. Sun Life will pay \$5,000 and you will pay \$10,000.

Can I use more than one agency and claim the full subsidy amount?

Yes, you can work with up to a maximum of two **approved** agencies.

Will Sun Life reimburse me directly?

No, Sun Life will work directly with the agency to ensure that both you and Sun Life are billed for the pre-determined amounts based on the subsidy guidelines. Sun Life will pay one invoice to the agency, and you will be responsible for the remainder.

Can I work with an agency of my choosing?

Sun Life has a broad list of approved agencies that are set up in our system for you to engage with immediately. If you have a preferred agency that is not on our list, we can inquire about adding them to our list of approved agencies. This process may take up to two weeks.

What are the qualifications for an approved agency?

The agency must be an established company with a strong track record that provides services directly related to one of the 26 best practices of leading advisors outlined in the consultation. In addition, they must participate in an initial interview with Sun Life as part of our review process. **Sun Life is unable to subsidize any expenses related to client appreciation such as dining, alcohol, entertainment, or gifts.**



Frequently asked questions (continued)

What is the deadline to use this benefit?

Once you qualify at the Premier tier, you have until the end of February of that benefit year to complete the consultation. Following the consultation, you have until December 1st of the next benefit year to take advantage of the subsidy.

- Example: Benefit years runs March 1, 2024-February 28, 2025.
 - Advisor reaches Premier tier in November 2024 and completes the consultation by February 28, 2025. They can take advantage of the subsidy until December 1, 2025, regardless of their SPP status in 2025 (i.e., If they are no longer Premier).

Do I need to go through the full Proven Practices Consultation each consecutive year that I'm a Premier Partner to take advantage of the subsidy?

No, after completing the consultation in the benefit year, the following year you may do a condensed Annual Check-In with the Sun Life Consulting team to discuss your progress and receive new recommendations. After completing the Check-In, you can engage with an agency and receive the subsidy for that 2nd year. On the 3rd year, you'll be required to go through the full consultation again.

Are there any expectations to how I can access or use the money?

No, the goal of this benefit is to provide you with practice management recommendations that can help to grow your business. To ensure you receive the intended value from the benefit, Sun Life Consulting will always follow a structured process from discovery to recommendations. The team does not have sufficient resources to provide specialised on-going marketing or coaching services, so the financial subsidy is offered to support you with implementation.