Universal life marketing kit

Resource	How to use it
Client info sheet (PDF)	Share this guide with advisors to help Clients understand the basics of universal life insurance, including lifelong coverage, value-building potential, flexibility and how the policy fund works.
Universal life made simple (video)	Advisors can watch and share this explainer-style video with Clients to help them understand how universal life insurance works. Through simple illustrations and plain-language explanations, it shows how lifelong coverage, tax-preferred savings opportunities and flexible payment options can help strengthen evolving financial goals.
SLDA Competitive Edge	Competitive Edge — Sun Life Diversified Account
SunUniversalLife II : A pathway to building an investment mix	A new advisor resource provides sample portfolios to help align investment account selections with each Client's goals, time horizon and comfort with risk.
Sun Life Diversified Account Facts & figures	Sun Life Diversified Account — Facts & figures
Advisor to Client email template (Word doc)	Use these ready-to-personalize email templates to introduce Clients to universal life insurance and invite a conversation about whether it may support their needs and goals. Advisors can share the Client info sheet, the universal life video or both.
Promo Slides	A shareable promotional slide highlighting Client benefits for presentations and meetings.