

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
Universal Life insurance: Selecting your investment account mix	Universal life insurance: Selecting your investment account mix
Sun Life Diversified Account Facts & figures	Sun Life Diversified Account — Facts & figures

