





The Story of MID

My Insurance Department "MID" is a partnership of Insurance Professionals who have come together to provide Life Insurance service and sales expertise to the practices of those who must engage clients in such matters, but do not have the requisite skills, staff or inclination to do so on their own.

We chose "My Insurance Department" so that financial advisors could easily guide their clients to our group of professionals, who are positioned as team members.

We have decades of experience in all areas of insurance for individuals, families, corporations and charitable organizations. Service is the key to client satisfaction. The Insurance Industry has failed consumers from a service standpoint. We stand for a different engagement process:

- We will only execute the sale of any insurance product in the context of a Financial Plan
- We guarantee that a qualified, active, licensed and insured Insurance Advisor will always be on record at the Insurance Carrier to provide service to every client
- Every MID associated consultant is subject to strict adherence to CLHIA compliance guidelines
- We will transact our services in a digital format, unless the client specifically requests a face to face interaction
- We will maintain a permanent digital record of every interaction with every client



The Reality of Insurance Distribution

The Life Insurance industry is in a precarious position. There have never been more people “authorized” to distribute their products, but per capita ownership of insurance continues to decline and customer satisfaction steadily deteriorates. This is due to several factors:

Over the last several decades, the traditional distribution system for life insurance has vanished. Insurance Companies made little to no investment in dedicated salespeople, and the existing group has aged to the point where they are no longer active.

Those that are authorized to sell life insurance are poorly trained, and life insurance comprises a small part of their overall offering to clients.

Innovation in the product and pricing of life insurance has become exceedingly difficult. A reduction in long term interest rates, changes to the accounting rules for Insurance Companies, increased complexity of products and shifting tax and regulatory environments have severely limited product innovation.

Increased compliance and oversight have made the sales process more onerous

Insurance carriers are focusing all their attention to the digital marketplace. It is difficult for advisors with little exposure to the insurance industry to keep abreast of the systems required to execute transactions.

Those that manage client relationships where insurance is not their core competency need to ensure that an Insurance Professional is part of their team to deliver the requisite service.



The Complex Life of the Wealth Advisor

Relationship Manager

Business Development
Prospecting
Value Proposition
Client Contact

Business Manager

Facility
Staff
Payroll
Conflict Resolution

Compliance Officer

IIROC
Dealer
FSRA
OSC

Systems Manager

Dataphile
Naviplan
CRM
Insurers
ISP
Security
Hardware

Tactical Asset Manager

IPS
Portfolio Management
KYC
KYP

Financial Planner

FP's
RIA
Estate Plans
Trusts
Wills/POA
Tax Planning
Tax Returns

Insurance Specialist

CNA/FNA
Products
Application Process
Inforce Analysis
Policy Service
Complex Scenarios



Our Clients

We primarily serve Advisors in the investment industry. There are nearly 125,000 individuals in Canada who refer to themselves as Financial Advisor, or some related title. Most of these individuals are compensated by their clients in fees or commissions charged for tactical asset management ("TAM"). Other services, such as Financial Planning, Insurance Consultation and Risk Management, Will and Estate Planning and Tax Planning, are often included in the fee stream for TAM, delegated outside or neglected altogether.

When it comes to Insurance and Risk Management, we find advisors generally fall into one of four categories:

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| Proficient They can take the client through the assessment, selection and execution process themselves | Learning They are attempting to acquire the requisite skills by attending training sessions |
| Delegating Inside They have found, hired and trained staff to provide the requisite services | Delegating Outside They have found an entity outside of their organization to provide the requisite services |

Most of the Advisors with whom we speak are working at capacity providing TAM and Financial Planning Services to their clients. Other crucial services are often neglected. The Insurance component of their offering to clients is a source of particular concern. An increasingly complex insurance marketplace, ever increasing oversight and compliance requirements, digital new business processes and antiquated in force service routines make the line of business virtually impossible to engage for most Advisors. Maintaining proficiency or learning the requisite skills are generally not options for Advisors.

For most Advisors, hiring, training and managing staff for what often amounts to less than 10% revenue generally does not make economic sense.

This is why we created MID. Insurance Professionals to whom you can confidently delegate your client's insurance needs.



How we help

We find that that clients will engage their Advisor with respect to an Insurance issue as a result of one of the following:

These interactions generate insurance conversations. In most instances, this activity does not lead to an insurance transaction in the short run. However, it is crucial that as an advisor, you have the capacity to quickly engage clients in these matters and offer solutions.

Inbound Mail

They receive a piece of mail from an Insurance Company. Whether the policy was sold by the advisor or not. The majority of in force insurance business is not serviced by the person who sold it. Your clients will look to you as their financial advisor, to answer their questions and provide service.

External Proposal

Insurance is proposed to them by someone else and they ask you to review it. It is crucial that a Financial Advisor engage their clients in these instances. It is unwise to allow a competitor to propose a solution to your client, as they will eventually attack your core business.

Life Event

They experience a life event (a death or illness in the family, an illness themselves, a birth, a move, loss of a job and benefits etc.) Regular discovery sessions with clients often uncovers these instances. These cause clients to review risk management issues.

Opportunity from Planning

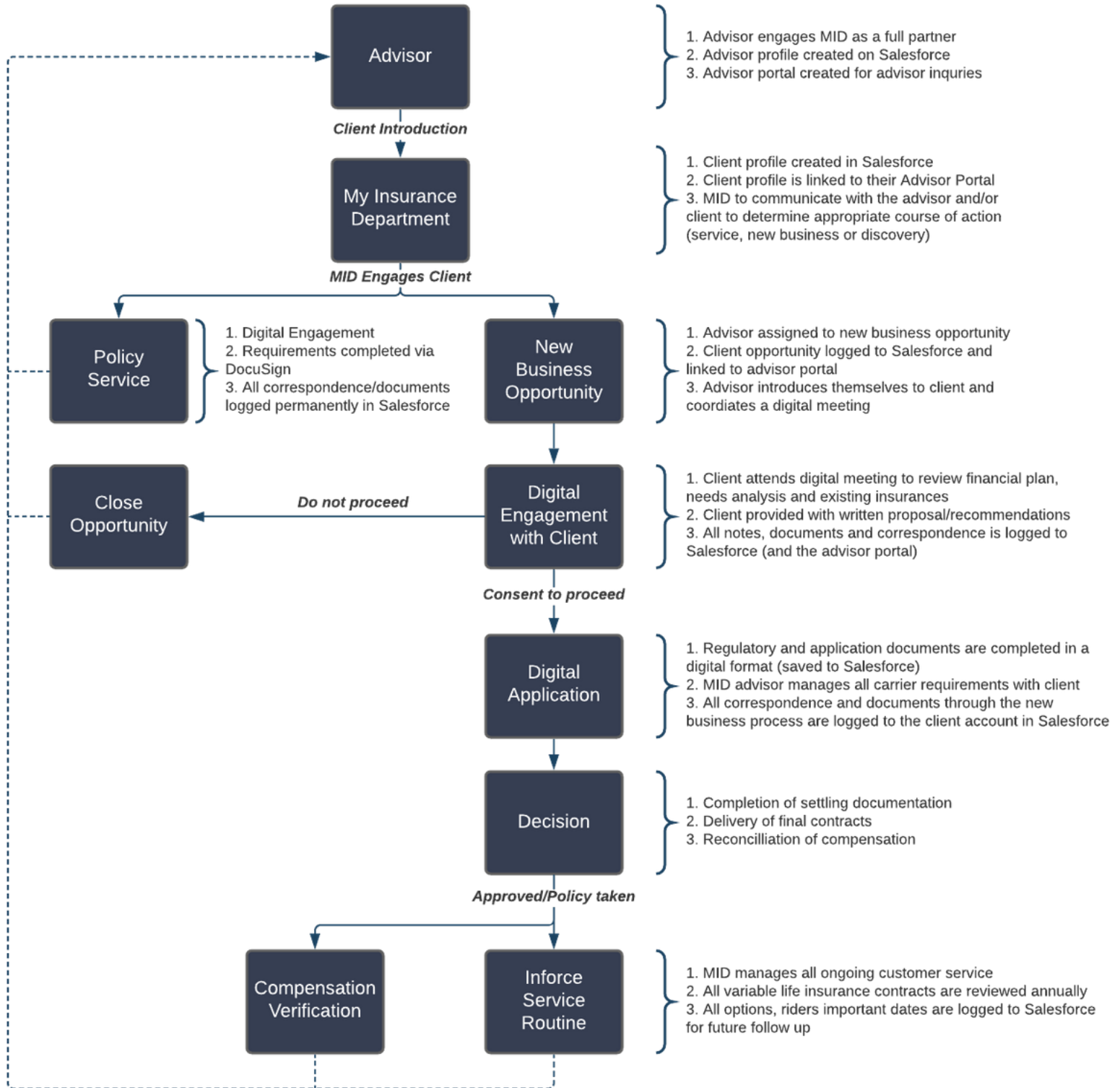
A Risk Management opportunity is spotted as a result of a Financial Plan.

My Insurance Department

Our Team recognizes that if we solely focus on revenue-generating activity, our Financial Advisors will have to engage clients directly without support on most client concerns. That is why we are available to respond within 24 hours to any concerns that may affect your relationship with your clients. We are your insurance resource, not merely sweeping your clientele for revenue-generating opportunities.



Digital Engagement





What you can Expect

What can you expect as a full service MID partner

- Same day connection to clients by our advisors as requested
- Prompt answers to questions from the advisor or team members on all matters pertaining to insurance
- Service of existing in force insurance policies
- Execution of the Risk Management Component of a Financial Plan
- Regulatory and Compliance assistance
- Assistance with licensing and contracting
- Training support for CE accredited content
- Development of Insurance image on web presence
- Virtual execution of all insurance transactions
- Full disclosure on all compensation
- Assistance in compensation reconciliation
- Assistance in secondary insurance activity
 - Group Life and Health
 - Group Retirement
 - Seg funds
 - Annuities
 - Travel Insurance
 - Individual Health and Dental



Compensation

Inventory

Financial advisors often find that they have accounts in their name where they are no longer providing any level of service, as the policy owner is not in their standard service routine. We will take on service

Advisor retains trailing compensation

IC earns new revenues

Lead

Someone that you feel may be a prospect for an insurance review.

They likely are not an existing client, and you have not qualified the situation.

Case Split

Advisor 35%
IC 65%

Opportunity

Someone with whom you have had discussions regarding their insurance, and they have shown an interest.

You have convinced them that a review is due, but you have not spoken about products or specifically about needs.

Case Split

Advisor 50%
IC 50%

Sale

Someone with whom you have conducted a needs analysis or Financial Plan. You have established the need, and you have a product in mind.

The client is prepared to begin the application process. You need execution of the transaction, underwriting, policy placement and ongoing service.

Case Split

Advisor 65%
IC 35%

Let's Talk

You have an opportunity where you feel the case may become very large and complicated. The kind of case that comes along very infrequently and you want to negotiate the split and level of involvement of the insurance consultant.

Case Split

Negotiated



Which are you?

Proficient

"I am proficient or developing the requisite skills to sell and service the case myself."

Support Team

Insurance Regional Directors:

Donna Fergusson - donna_fergusson@manulife.ca

Lenore Bell - lenore_bell@manulife.ca

Marie Pascale Etienne - marie-pascale_etienne@manulife.ca

Gina Ramberan

Business Development Director

gina_ramberan@manulife.ca

Ava Vojdani

Business Development Consultant

ava_vojdani@manulife.ca

Veronique Chartand

Marketing Consultant

veronique_chartand@manulife.ca

My Case Coordinator

For new and inforce business

mls_insuranceteam@manulife.ca

Delegate to IC

"I plan to delegate the case to my Insurance Consultant"

Support Team

Insurance Regional Directors:

Donna Fergusson - donna_fergusson@manulife.ca

Lenore Bell - lenore_bell@manulife.ca

Marie Pascale Etienne - marie-pascale_etienne@manulife.ca

Richard Burjoski

Head, Insurance Consultancy Program

richard.burjoski@manulifesecurities.ca

My Insurance Consultant

Ashley Golem

Manager, Business Development

ashley@myinsurancedepartment.ca

Wendy Gibbs

Inforce Administration

wendy@myinsurancedepartment.ca