

Great reasons why benefits are vital for all businesses.



Regardless of size, now more than ever, businesses need a healthy, productive workforce. And, the ability to compete for talent to succeed.

Your business is not “too small” for a benefits plan. Here is why a Sun Life group benefits plan is right for a small business like yours.



Foster a healthy workforce

A Group Benefits plan helps ensure your employees bring their best selves to work. It provides them with tools and resources they need to support their health. And employees are looking to you for this help. Seven in ten Canadian small businesses now offering a group benefits plan to their employees¹.



Attract and retain talent

Did you know 86% say a benefits plan is an important factor when deciding on a job offer²?

Only 40% of small businesses offer a group benefits plan. Offering a plan is a great way for you to:

- compete for and
- retain the talent your business needs to succeed.



Flexible, affordable

Health, and Personal Spending Accounts can enhance the flexibility of the health and dental benefits available to employees, while managing cost for employers.



Tax deductible

Group benefits premiums paid by employers are a business expense deduction, helping make your group benefits plan cost effective.

Life's brighter under the sun

Group Benefits are provided by Sun Life Assurance Company of Canada, a member of the Sun Life group of companies.





Group buying power

Having an employer sponsored benefits plan in place allows for group buying power. This means you attain better value for employee benefits coverage.



Enrolling through a trusted source

Your employees have the convenience and assurance of enrolling through an employer endorsed benefits plan. And, payroll deduction for payment of benefits is easy and hassle free.



Peace of mind

Our specialized team understand your small business needs. And they are ready to help you 1:1, with your day to day issues and questions.

That, and our Bright Promise demonstrates our commitment to client service excellence.

Sun Life provides a range of options for you to design a benefits plan specific to your business needs. SunAdvantage is an easy, flexible and affordable group benefits package for small businesses with 3 to 49 employees. We handle Plan member education and ongoing administration. So, you can focus on running your business.

For more information on Sun Life's group benefits plans, visit sunlife.ca/smallbusiness. Or talk to a Sun Life advisor.

¹ The Blue Cross Small Business Benefits Study, 2023.

² Benefits Canada Healthcare Survey, 2023.