

10 reasons

to add a Group Benefits plan!

1 Helps attract and retain employees

It's now a necessity for employers in today's work force to be competitive in the pursuit for talent. Health benefit plans are part of an overall human resources management strategy, and play a key role in attracting and retaining employees.

2 Attract Gen Y: The next generation to dominate the workforce

Gen Y's are highly valuable employee assets that will soon take over the workforce. These employees value core benefits and even more so wellness-related benefits. Ignoring this generation's benefit needs will only put employers at a competitive disadvantage.

3 Fosters a healthy workplace

Benefits help foster a healthy, productive workforce and help employees manage their health by reducing absenteeism and improving productivity.

4 Keeps talent satisfied

Benefits plans contribute to job satisfaction. There's a positive relationship between how plan members perceive their benefits plan and their job (2012 Sanofi Canada Healthcare Survey).

5 Flexible ways to enhance your group benefits plan

A Health Spending Account is an easy way for employers to supplement the products and services their group benefits plan covers. They can enhance the flexibility of the group health and dental benefits at a cost that is both predictable and manageable.

6 Tax deductible expense

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

7 Group buying power = attractive rates

Having an employer sponsored benefits plan in place allows for group buying power, which to employees means reduced rates for their benefits coverage.

8 Convenience of buying coverage through payroll

For employees, the convenience of payroll deduction for payment of benefits is easy and hassle free.

9 Enrolling through a trusted source

Convenience and reassurance of enrolling through an employer-endorsed benefits plan allows employees to know that they are enrolling through a trusted source, their employer.

10 Workplace wellness programs with bottom line benefits

Organizations that implement wellness programs have experienced improved employee morale, reduced absenteeism and have witnessed improved productivity to name a few.

Source: Profits of Wellness – Turning the high cost of poor health habits into healthy returns, Sun Life Financial Survey, 2011.

Too **small** for
group benefits?

Think again!

There are plenty of reasons why group benefits are vital for all businesses. Regardless of size, businesses need a healthy, productive workforce and the ability to compete for the talent they need to achieve business success.

That's where group benefits plans can be an effective addition to your business' total compensation package. These plans – which typically offer health, dental, life and disability insurance and wellness benefits – work to optimize the health of your employees and can be effective in attracting and retaining valuable talent.

However, many small businesses still believe that their organization is “too small” for group benefits. Research undertaken by Sun Life Financial indicates that only 40% of businesses in Canada with five to 49 employees offer a group benefits plan.

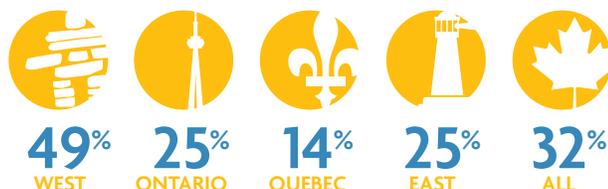
Source: Maximize your impact – Gain the advantage in the small business market, Sun Life Financial Survey, 2013.

% OF SMALL BUSINESSES CONSIDERING OFFERING GROUP BENEFITS IN THE NEXT 24 MONTHS*

SIZE OF BUSINESS



BY REGION



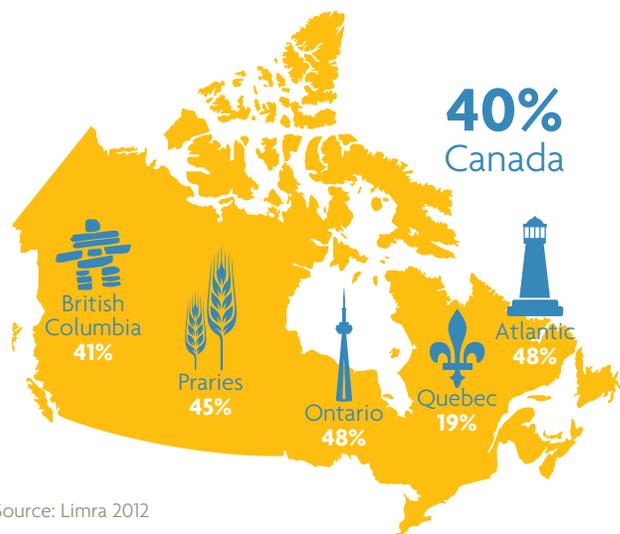
* % who reported that they “might”, “probably” or “definitely” offer group benefits in the next 24 months

Source: Maximize your impact – Gain the advantage in the small business market, Sun Life Financial Survey, 2013.

Life's brighter under the sun

Group Benefits are provided by Sun Life Assurance Company of Canada. GB10161-E 04-14 cb-an

COMPANIES WITH LESS THAN 49 EMPLOYEES



Source: Limra 2012

With only 40% of small businesses offering a group benefits plan, the opportunity to stake out a competitive advantage in the marketplace is significant. The value and financial protection that group benefits provide can be a deciding factor for employees of all generations when choosing a job offer.

Sun Life provides a range of options for you to design an attractive 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. Plan member education and ongoing administration are taken care of by Sun Life Financial, so you can focus on running your business successfully.

Overcoming the “too small” barrier is the first step to helping you achieve your business goals. Whether your business has three employees, 30, or more, you'll find an affordable group benefits package that meets those goals.

For more information on Sun Life's group benefits plans, visit www.sunlife.ca/valueforyou or talk to a Sun Life Financial advisor near you.



Group Benefits