DOCKET: 109333

PROJECT: Insurance RRSP Campaign final email blasts

DRAFT: 6

DATE: February 8, 2022

WRITER: Jason Allen

**Feb 14 email blast copy**

Subject: (red heart emoji) Spousal RRSPs can be sweeter than candy

Pre-header: Maybe the best token of love there is

Header headline

Who needs chocolates when there are Spousal RRSPs?

Header subhead

Now if only they came in a heart-shaped box…

Body

Help your clients show their spouse they really care this Valentine’s Day by giving them the chance to plan for a long future together. Introduce them to the benefits of Spousal RRSPs with RBC® Guaranteed Investment Funds.

A spousal RRSP with a segregated fund offers benefits a regular RRSP doesn’t. It allows your clients to not only invest in their own retirement, but also split their income contribution to help even out their annual income tax payments and save on tax when they eventually withdraw from their RRSP account.

Segregated funds in an RRSP account enables your clients to protect and grow their money while ensuring their named beneficiaries will receive a death benefit guarantee someday.

Here’s an article you can share with your clients that illustrates the unique benefits of a spousal RRSP.

To get your clients invested in a Spousal RRSP this season, visit our Sales Resource Centre or contact your RBC Sales Consultant.

Learn more about all of this year’s RRSP solutions at rbcinsurance.com/rrsp.