RBC 2022 Insurance: Term Reprice Copydeck

**E-BLAST**

***Headline:*** Here’s an idea to really give your clients the value they’re looking for.

***Sub-headline:*** Enjoy some of our lowest rates ever, on RBC *Your*Term Life Insurance plans and riders.

***Body Copy:***

**RBC *Your*Term Life Insurance** lets you offer your clients the protection and flexibility they want, now at even more affordable rates. Whether they’re looking to protect their family or business, it’s a perfectly designed and affordable solution to meet their unique situation. And it’s also available at some of the best prices in the industry.

**We’ll help you get the business.**

**CTA:** See how we compare to our competition [here](https://www.rbcinsurance.com/campaign/life-insurance/termrates/index.html).