

Date

Client name
Address
City, Province
Postal code

Dear <client name>

**Are you concerned about outliving your retirement savings?
Do you know if you have the right mix of investments to fund your retirement?
Are you concerned about what market volatility can do to your savings?**

If you are like many people, questions like these may be on your mind as recent market volatility has many people questioning their current investments. With many Canadians now expected to live up to 30 years after they retire, investors want to feel confident that their financial plans will provide sustainable income throughout their retirement years.

For many years, the financial services industry has touted the benefits of asset allocation to help grow the savings of investors without exposing their savings to undue market risk. Asset allocation has proven to be a powerful tool in this regard, but unfortunately for those in or approaching retirement, research highlights the fact that asset allocation alone isn't enough to ensure your savings will last. Retirees face a different set of risks in retirement than savers, and these risks cannot be offset by asset allocation strategies alone.

Risks that are unique to those nearing or in retirement include:

- **Longevity risk** – With today's increased life expectancies, there is a chance you may outlive your savings
- **Inflation risk** – The rising cost of goods and services can erode the buying power of your savings over time
- **Sequence of returns** – Poor market returns immediately before or after retirement may mean that you'll consume your savings faster than you would expect

With these points in mind, I have recently begun introducing a new retirement income strategy to my clients that tackles these issues head on. You'll be pleased to hear that while this strategy is ideal for conservative investors, it also allows for considerable flexibility by taking into account a client's individual goals, financial situation and retirement lifestyle preferences.

The strategy I'm referring to is called product allocation and it is based on research conducted by Dr. Moshe Milevsky, a highly respected retirement planning expert associated with York University's Schulich School of Business. Product allocation involves combining an appropriate mix of investment products in a retirement plan to provide both growth potential and income guarantees.

I would welcome the opportunity to discuss a retirement income plan with you which would incorporate the benefits of both asset and product allocation. I will call you next week to discuss the opportunity to arrange a meeting at your convenience.

Sincerely,

Advisor name, credentials
Name of firm