



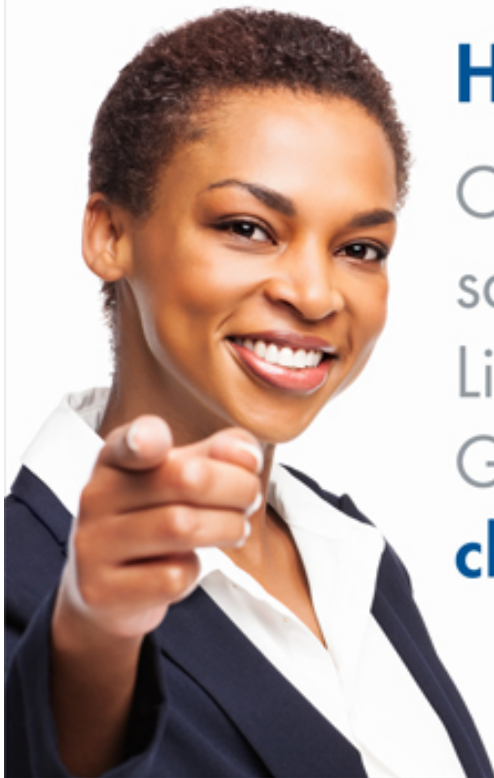
Contact us at [EquitableLifeMarketing@equitable.ca](mailto:EquitableLifeMarketing@equitable.ca)

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## Take the Life Ops survey

[View full Contest rules.](#)

# Your opinion matters to us.



## How's our service?

Complete the confidential satisfaction survey from Life Ops Consulting Group for your **chance to win \$500!**

Take survey NOW!

## Equitable Life of Canada announces A rating from DBRS

Equitable Life of Canada has received a Financial Strength Rating and an Issuer Rating of "A" with a stable trend from DBRS Limited. In assigning this rating, DBRS cited Equitable Life as a good franchise with an excellent risk profile and noted the company's investments in technology to create efficiencies and reduce costs, as well as its strong presence in the markets it serves. [View the full media release from DBRS.](#)

## If critical illness insurance isn't on your radar, it should be.

Now available as a rider, EquiLiving® added to your life insurance policy provides bundling discounts and comprehensive coverage in one convenient package.

Check out [CI campaign-in-a-box](#), your step-by-step guide to increasing your critical illness sales.

NEW for Equimax® and term!  
Get the complete package.

Life insurance + Critical illness insurance rider = Complete package

## New! Evidence now good for 12 months on CI

In June, Equitable Life® extended its application requirements for life products. We are pleased to announce that applications and evidence of insurability are now valid for 12 months on critical illness products too; however, applications where evidence is more than 3 months old will require a Health Statement.

## September is Life Insurance Awareness Month

It's Life Insurance Awareness Month and Equitable Life is posting articles about life insurance on Facebook, Twitter and LinkedIn. Please check them out and feel free to share.



Plus, don't forget about our collection of [Works for me](#)® articles, also available to share.

## Equitable Life's MGA advisors' conference

[April 14 – 20, 2018](#)



**Talk to your Equitable Life Regional Sales Manager to find out more!**

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