

Descriptive text for the Video: Business Owner Video - Why Offer Group

[A map of Canada appears on screen displaying various cities and towns across the country.]

Smaller businesses like yours makeup 98% of all businesses in the country. They're everywhere. In every city, every town, every community.

[A business meeting is in progress in a boardroom.]

As a business owner, you already know the importance of small business to the country's economy and workforce...

[A man and a woman discuss business in an office and end by shaking hands.]

But did you know how a financial advisor can be a trusted partner who can help you grow your business and take it to the next level?

It starts with a simple conversation about how group benefits and retirement savings plans can help boost your bottom line.

[A printed Report appears on screen and the pages of the report open and turn by themselves.]

How? ... Research shows group plans are effective at building a workforce that's engaged, productive, and committed to helping a business thrive.

[A busy office space is seen. People busily move about the office and gather at a board table to look over documents and graphics.]

Group benefits and retirement savings plans can help you attract and retain the most talented employees, and these plans are often more tax-efficient than simple salary increases.

Group plans let you take care of your people and their families.

[Two employees, a man and a woman, walk down an office corridor and look at information on a tablet computer.]

These are the same people who represent your business and take care of your customers! Your advisor can explain the bottom-line business advantages of group benefits and retirement savings plans, helping to:

Attract the best candidates,

Keep talented staff,

Reduce turnover and training costs,

Help your employees manage or recover from illness,

And protect your business against disruption or interruption that arises from the loss of key employees.

[A montage of business settings appear on screen.

First, a modern office setting appears. Workers go about their business in glass-walled cubicles while people discuss company business in a corridor.

Next, workers meet and look at papers around a boardroom table.

Next, workers in hard hats can be seen in a factory-like setting.]

Our research confirms there's a clear link between healthy, engaged employees and a businesses' bottom line.

Look after the people who look after your customers and watch your business thrive!

Your company is never too small, and it's never too soon, to make another smart business move.

[The words "Learn more about financial products and services for business owners...www.smartbusinessmove.ca" appears on screen.]

You can learn more about financial products and services for business owners at www.smartbusinessmove.ca

Then ask your advisor about Manulife's integrated approach to group benefits and retirement solutions.

[The words "Talk to your advisor today to learn more" appears on screen, along with the Manulife logo.]