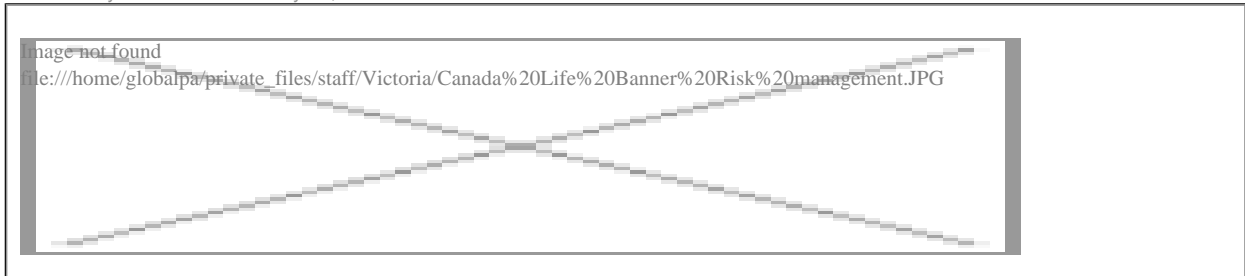




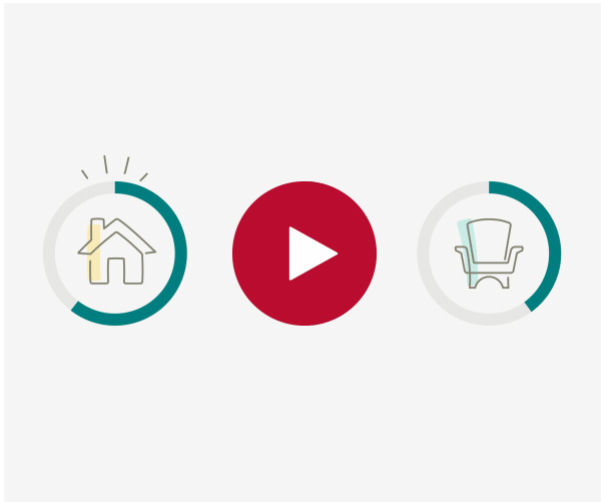
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New resources to help with client conversations on Risk-Managed Portfolios

Submitted by Victoria on February 18, 2021 - 10:46am



With increasingly uncertain markets, clients focused on accumulating their wealth are investing in low-risk, low-interest savings accounts, impacting their returns. Canada Life's Risk-Managed Portfolios Growth Portfolio can help make sure your clients' money is insulated, while still benefiting from market growth.



Manage loss-aversion behaviors with clients

The loss-averse investor:

- Fears losing their hard-earned money
- Keeps their money in savings accounts and low-risk investments like GICs
- Is nervous about market volatility
- Feels overwhelmed about the choices available to them
- Doesn't feel comfortable managing their investments and needs your help

Supporting your client conversations

Use these materials to help you talk to your clients about loss aversion:

- [Client case study](#) shows how Canada Life Risk-Managed Portfolios helps these clients feel less stress about investing
- Videos describing [loss aversion](#) and [managed solutions](#)
- [Articles on managed solutions and loss aversion](#)
- [Social media posts](#)

Find these in the *client conversations* section of the [Risk-Managed Solutions marketing toolkit](#)