

Our Positioning

We are the financial specialist that is **dedicated** to the education community.



Our Value Proposition

We empower you to make smart financial decisions.



Elevator Speech

Our differentiating value in a nutshell

You have enough stress in your day-to-day job; **we're here to take your financial stress away.** We speak your language and we understand your world because **we focus exclusively on the education community.** In a nutshell, we empower you to make smart financial decisions by giving you the information and financial education you need. We were actually created (by OSSTF/to only serve the education community) in 1975 — **we exist as a union member benefit, and can also help your family members.**

Our range of investment and lending products are designed to fit your needs. You'll discover that **we're both the higher value and the lower cost choice.** 18,000 educators already trust us to protect them against educator-specific financial pitfalls such as cash flow concerns or potential pension income shortfalls. **We will partner with you** on financial matters so you can **achieve your financial goals.**

 EducatorsFG
 EducatorsFinancialGroup

Educating the Educator

Client Experience 2.0



Educators
FINANCIAL GROUP

www.educatorsfinancialgroup.ca



Proof

- ✓ We **speak your language**
- ✓ We **understand the education community's** unique financial needs better than anyone else because we focus exclusively on it
- ✓ We **enhance your financial literacy** in a way that's most convenient for you
- ✓ We **protect you** against educator-specific financial pitfalls
- ✓ Insert appropriate segment benefit here...
(such as potential pension income gaps, unnecessary gratuity taxes and cash flow concerns)

Empowerment Principles

