

**FEBRUARY 2011 EDITION – CLAIMANT SURVEY EDITION**

For 10 years now, WALKAWAY sends a satisfaction survey to every claimant. Aside from WALKAWAY Canada; the dealership, lender, adjuster and overall claim experience are also rated. We received over 200 responses in 2011.

**Here are some of the results:**

- “Overall” Rating for Claim Experience - **93%** responded “Excellent”, “Very Satisfied” or “Satisfied”
- “Quality of Coverage” - **94%** responded “Excellent” or “Good”
- “Likelihood of Re-purchase” - **89%** responded “Excellent or “Good”
- “Likelihood to Re-recommend” - **92%** responded “Excellent or “Good”

**CLAIMANT QUOTES OF THE MONTH**

“Marie-Anne (a member of WALKAWAY’s Benefits Team) was very personable and professional. Thank you!” **Disability (Debt Restructure)**



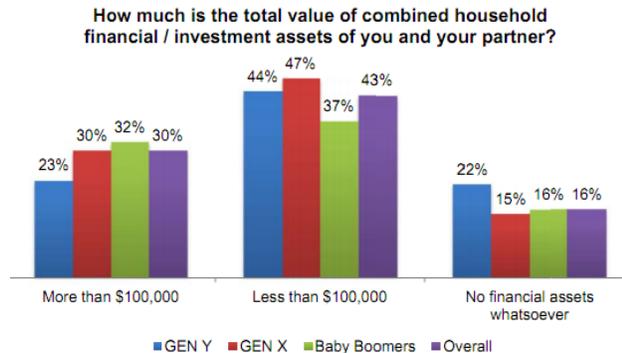
“I wanted to say thank you again to Wendy and Jennifer (members of WALKAWAY’s Benefits Team). They were excellent to me – very, very helpful – even let me have a little cry halfway through our conversation. Thanks to WALKAWAY, first time we’ve ever had a claim. Excellent job, thanks.” **Critical Illness Causing Death (Debt Restructure)**



**ATTITUDES AROUND RETIREMENT**

**Many Canadians do not have the retirement savings needed to achieve early retirement**

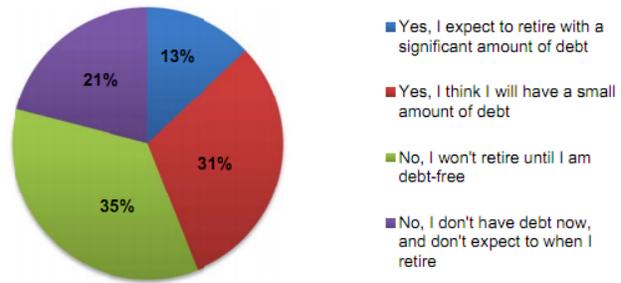
- Nearly six in ten Canadians surveyed say they have less than \$100,000 in household financial assets (this includes the value of RRSPs, RESPs, and TFSA's, but does not include the value of company pensions, life insurance policies, or home equity)
- More than half of Canadians feel behind in comparison to others their age



**Debt is a major consideration for Canadians when it comes to retirement**

- Almost half (44%) expect to have some debt when they retire
- Most of the debt Canadians expect to have will be either consumer debt (57%) or mortgage debt (48%)

**Do you think you'll have debt when you retire?**



Excerpts from TD's Age of Retirement Report, January 5, 2012



Sir Richard Branson

“Do something you are really passionate about. The Virgin businesses that have done well over the years have always been the ones where we came up with an idea that everyone in the company really cared about and was committed to.”

“When you decide to pursue something, you have to confront your doubts and fears; sometimes you just have to go for it. Many times I have hesitated before launching a new venture or investment, even after my team and I have vetted it and we’re ready to go ahead.”

“Discuss plans with trusted friends or advisers (ask people individually, not as a group). Collecting and acting on this feedback is a crucial step before launching any business.”



Who says insurance has to be all... insurancy?