Conversation Starter: Pay raise vs Retirement plan.

Email script for clients without a plan

\* Be sure to attach the PDF infographic “Pay vs Retirement Plan”

**Subject line:** The best way to retain employees: pay raise or retirement plan?

Dear [Client],

Both Canadian employers and employees are feeling the impact of higher inflation. Employers are looking to keep costs down, but new research shows that the number of workers asking for a pay raise is expected to grow. At the same time, employee retention remains a priority for employers.

What’s the best way to keep costs down, meet your retention goals, and reduce your team’s financial stress?

I've attached an infographic that highlights some compelling stats on why offering a workplace retirement plan makes better sense than a pay raise to support financial well-being and retention.

Now may be the perfect time to explore the value of a retirement benefits for your team.

If this resonates, I’d love to set up a time to discuss further.

Warmly,

[Advisor Name]