

# The Goose or the Golden Egg?

If you owned the goose that laid the golden eggs. . . .

. . . which would you insure first?

## The goose or the golden egg?

Naturally, you would insure the goose. As long as you have the goose, you can always get more eggs. But, when it comes to your own insurance, is it possible that you have done just the opposite? If the golden egg represents your house, care and other valuable assets, then you have probably insured everything that can be replaced.

The goose, however, represents your **earning power**. And, **your earning power is your most valuable asset!** If your income suddenly stopped because of an illness or a disability, where would the money come from? **Who would provide the golden egg?**



Unfortunately, like many people, you may only be protecting your golden egg (home, automobile, etc.), when you should be protecting your goose (your ability to earn an income) . . . upon which everything else depends.

## So, have you insured the goose or the golden egg?

**Protect your earning power**, talk to **Stewart Financial Services** today about Disability and Critical Illness Insurance, and protect the goose! It is easier and less expensive than you may think.

We read the newspaper, we listen to the news, we hear of family, friends, acquaintances or co-workers who have been impacted by illness or accident; yet we still hang on to the perception that it will not happen to me.

**\*Accidents and illnesses are a fact of life. They could happen to anyone at any time. Did you know that:**

- ▶ **1 in 3 people, on average, will be disabled for 90 days or longer at least once before age 65.**
- ▶ **The average length of a disability that lasts over 90 days is 2.9 years.**

\*Source: Compiled by Canada Life based upon CIA 86-92 Aggregate Table & 1985 Commissioner's Disability Table A (Experience Table)