Let’s face it – the financial services industry is complex – even for those of us who work in it. And like most Canadians, the flood of information available to you maybe isn’t making it any easier to feel confident you’re making the right choices for today and tomorrow. With that said, I've got some exciting news.

You may or may not know that for the last few decades Great-West Life, London Life and Canada Life have operated as separate brands under the same umbrella. Now, these three companies are coming together under one strong brand – the new Canada Life.

**Why?**

It comes down to simplicity. As one brand, the organization will be easier for you to understand and easier for me to help Canadians like you. In today’s changing and increasingly complex world, this is part of a strong foundation to serve you even better.

As someone who has a relationship with this organization, I’m excited about this brand change.

**Freedom 55 Financial**

As our parent brand, London Life, comes together with the other brands (Great-West Life and Canada Life) under the new Canada Life, Freedom 55 Financial will continue to exist, helping guide people to reach their financial goals.

**What this means for you**

If you’re one of my clients, there’s one thing I want you to know: nothing changes for you and there’s nothing you need to do. Your policy coverage and contract details will stay the same, and I’ll continue to partner with you to help you reach your goals. Our relationship stays just as it was before this news.

You might see a small insert in your statement over the coming months explaining this brand change.

I know you might still have questions about this news, so don’t hesitate to reach out to me to schedule some time to chat more about it. I’d also encourage you to visit [canadalife.com/welcome](../canadalife.com/welcome) for more information.