

INTRODUCING A WAY TO *get your clients* TO DO THE UNTHINKABLE: TALK.

WE KNOW THAT GETTING YOUR CLIENTS TO TALK ABOUT THEIR PERSONAL SPENDING CAN SOMETIMES FEEL LIKE PULLING TEETH. THEIRS AND YOURS.

That's why Mackenzie is launching a new national campaign and website, burnrate.ca, to get your clients (existing and potential) excited to talk to you about their 'Burn Rate'.

As you know, Burn Rate refers to the rate at which your clients burn through their income; the quicker they burn through it, the less they'll have to invest,

and in turn, the harder it may be for you to help them reach their financial goals. To help you answer all of your clients' questions, we will be

sending you the Burn Rate Advisor Kit, which includes all the tools you'll need to turn their Burn Rate into an earn rate. By simply reviewing

a budget with your clients, you can show them how to make wise choices about everyday expenses to help them save for the long-term. A little informed guidance can go a long way.

To learn more about Burn Rate, the Burn Rate Advisor Kit, or Mackenzie Mutual Funds, call us at 1-800-387-0614.

THE BURN RATE KIT INCLUDES:

- Investor-friendly presentation explaining Burn Rate
- Client brochure to give to clients to keep for reference
- One-page Burn Rate illustration for client mailings
- Easy-to-use savings calculator to show investment returns
- Letter, postcard and e-mail campaign
- Workbook for clients

CAN YOU AFFORD
to keep
YOUR HUSBAND?

Start with a simple question: Can you afford to keep your husband? The answer may not be as straightforward as you think.

Mackenzie Burn Rate Calculator

Mackenzie Burn Rate Illustration

Mackenzie Burn Rate Letter

Mackenzie Burn Rate Postcard

Mackenzie Burn Rate E-mail

Mackenzie Burn Rate Workbook

Mackenzie Burn Rate Client Brochure

Mackenzie Burn Rate Savings Calculator

Mackenzie Burn Rate Investor Presentation

Mackenzie Burn Rate Kit

CAN YOU AFFORD
to keep
YOUR WIFE?

Start with a simple question: Can you afford to keep your wife? The answer may not be as straightforward as you think.

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Mackenzie Burn Rate Illustration

Mackenzie Burn Rate Letter

Mackenzie Burn Rate Postcard

Mackenzie Burn Rate E-mail

Mackenzie Burn Rate Workbook

Mackenzie Burn Rate Client Brochure

Mackenzie Burn Rate Savings Calculator

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CAN YOU AFFORD
to keep
YOUR KIDS?

Start with a simple question: Can you afford to keep your kids? The answer may not be as straightforward as you think.

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Mackenzie Burn Rate Investor Presentation

Mackenzie Burn Rate Kit

Here are three ads from our new national campaign, which, with our website burnrate.ca, will get people asking you about Burn Rate.

Choose Wisely. **Mackenzie**
INVESTMENTS

burnrate.ca

MACKENZIE FINANCIAL – TRADE MAGAZINE

THE BURN RATE CAMPAIGN NOT ONLY TARGETED INVESTORS, BUT THE INVESTMENT ADVISORS WHO GIVE THEM THEIR FINANCIAL GUIDANCE. BURN RATE GIVES ADVISORS THE TOOLS TO OPEN A DIALOGUE WITH THEIR CLIENTS ABOUT THE VERY TOUCHY TOPIC OF PERSONAL SPENDING.