

**RSA AND AIR MILES®
REWARD PROGRAM**

Discover the benefits of AIR MILES Reward Miles with a policy from RSA Insurance.

ABOUT THE PROGRAM

AIR MILES is Canada's premier coalition loyalty program, allowing Collectors to get rewards for travel, leisure, entertainment and more. RSA's partnership with the AIR MILES Reward Program not only rewards your clients for their loyalty, it's also a great retention tool at renewal time.



Your clients can get

**1 Mile for every
\$20 in premium**

(including taxes) on select Personal and Commercial Insurance policies.¹

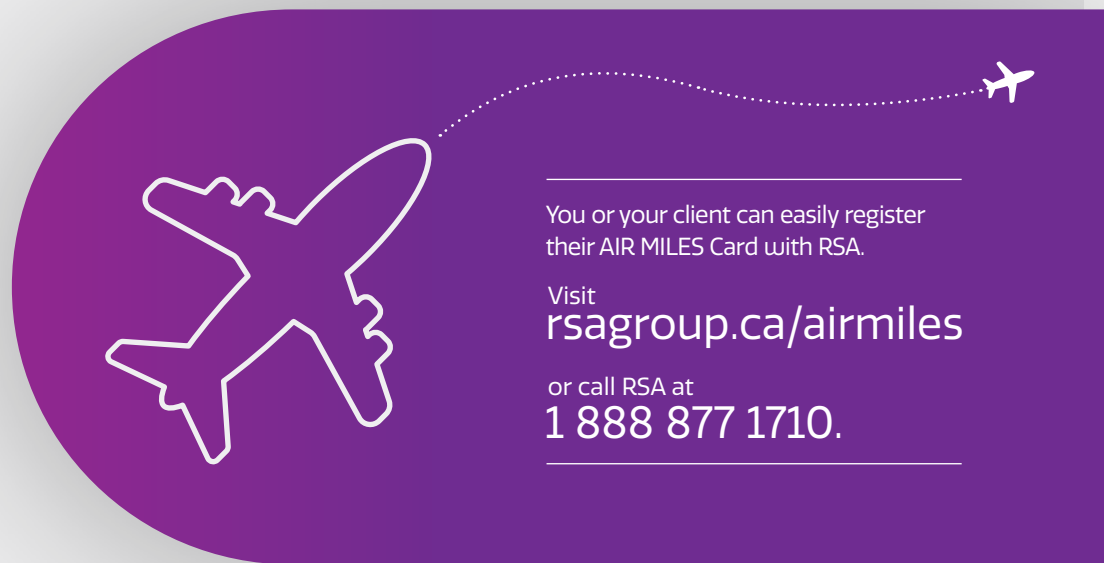


Clients who take advantage of the AIR MILES Reward Program demonstrate greater customer loyalty—with retention rates up to

**5%
HIGHER²**



Clients with multiple RSA policies can collect Miles on each—so register them all!



You or your client can easily register their AIR MILES Card with RSA.

Visit
rsagroup.ca/airmiles

or call RSA at
1 888 877 1710.



Miles can be used for

Cash Rewards³

(everyday shopping purchases such as gas and groceries) or for

Dream Rewards⁴

(vacations, events, merchandise).



Clients can get

even more Miles

if they pay premiums with an AIR MILES-affiliated credit card.



Miles aren't given retroactively, so

the sooner your clients enrol,

the more Miles they can get.

¹AIR MILES is not available in Manitoba or Saskatchewan. Collectors can get 1 AIR MILES® Reward Mile for every \$20 in premium (including taxes). All AIR MILES offers are subject to the Terms and Conditions of RSA, and may be changed or withdrawn without notice. For full details, please see Terms and Conditions available at rsabroker.ca/airmiles.

²Average retention rate based on data conducted in 2016. ³All Rewards offered are subject to the Terms and Conditions of the AIR MILES Reward Program, are subject to change and may be withdrawn without notice. For complete details, visit airmiles.ca.

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