

# Solutions for building and retaining a productive workforce

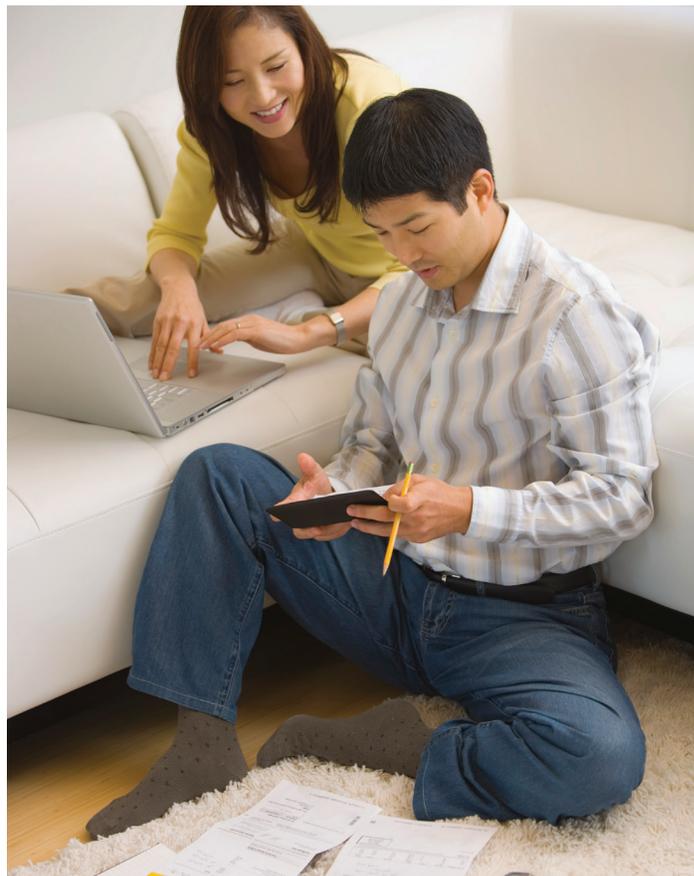


## Industry leaders understand the importance of building and maintaining a strong team

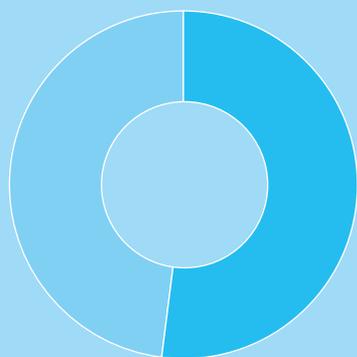
One of the biggest challenges affecting any organization is employee turnover, which is on the rise in Canada<sup>^</sup>. Business studies estimate that when a manager leaves a company, the organization could lose the equivalent of up to 50% of the ex-manager's salary.

Beyond attracting and retaining talent, absenteeism and financial stress can have a profound affect on your company, even taking a toll on productivity and profitability. When it comes to financial stress, 58% of employers say it contributes to employee absences and 78% say it causes employees to be less productive<sup>†</sup>.

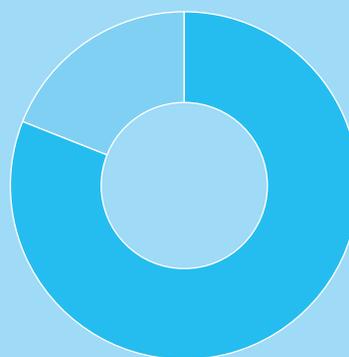
Employers aren't the only ones to see the effects of financial stress. In a recent study, 81% of employees say they have taken time off from work due to financial stress or spent time thinking about personal financial issues, while 52% are interested in receiving advice and financial guidance from their employers. Alleviating the financial stress of your employees and promoting financial wellness is key to building a productive and motivated workforce.



**Employees who have been absent from work due to financial concerns are especially interested in advice and guidance from their employers.**



Are interested in financial advice and guidance



Are interested in financial advice and guidance



## RBC Group Advantage will help you build and retain a productive and motivated workforce

RBC Group Advantage™ is a comprehensive program that delivers financial wellness to your business by taking care of your employees' overall financial needs, from savings and investments to everyday banking. We'll work with you, from plan setup to employee participation, to help you deliver solutions tailored to your business and your employees. You'll get dedicated support from our team — leaving you free to concentrate on your business.

## Delivering expert advice and guidance to your employees is what sets us apart

**Advice Events** — Delivered by RBC Royal Bank® and other experts within your community, these seminars are geared to the needs of your employees. They touch on various financial matters and will help your employees with common goals.

Even better, we can set up a seminar schedule suited to your timetable, and arrange to deliver the seminars on-site at your business.

**RBC® at work** — Gives your employees access to our team of experts for one-on-one personal financial advice tailored to their own personal goals. Best of all, our advisors are available to come to your workplace, saving your employees both time and hassle.

Strengthening your relationship with your employees starts by listening to their needs and continues with providing solutions that deliver what matters most to them.

What is important to employees?	Importance to employees*
Having appropriate health insurance	83%
Needing to save for retirement	76%
Having a financial plan for achieving major financial goals	60%
Having flexible workplace arrangements to better balance work and personal life	47%
Having enough money for their children's college education	33%

\* Prudential Life Insurance Company of America Study of Employee Benefits — 2007 and beyond: Top two scores on a 7-point scale

## RBC Group Advantage goes above and beyond

### Solutions to meet your employees' financial needs

Along with sound financial advice, fitting your employees with the right everyday banking solution provides them the comfort of knowing their financial needs are being met.

RBC Royal Bank group banking plans offer employees the solutions to all their financial needs, plus the potential to earn valuable RBC Rewards® points, which can be redeemed for gift cards, flights, brand name merchandise and RBC Financial Rewards® vouchers. There's no additional cost to you for including this program in your benefits package.

Options for your employees:

- Everyday banking
- Credit cards
- Residential mortgages

### Solutions that make relocating employees easy and cost-effective

If relocating employees is key to your business success, the RBC Group Mortgage Relocation Program can help. Our experienced team will work with you to implement a tax-effective relocation solution, ensuring significant benefits to you and your employees.

## A group savings plan is a strong, practical step in the right direction

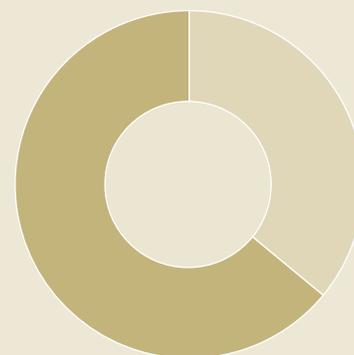
More and more businesses consider it integral to their total compensation programs. Group savings plans allow employees to contribute to an investment or registered savings account directly from their payroll.

There are many different reasons to set up a group savings plan. One is to help plan members save for retirement. Another is to assist with non-registered savings that members can use for large purchases like a house, a car or the trip of a lifetime. You can also choose to offer matching programs that increase the value of the plan and further help employees save for retirement.

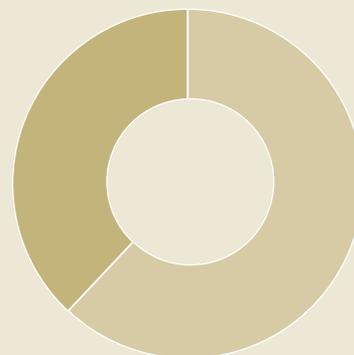
### Recognizing the importance of a long-term savings plan plays a huge role in keeping employees loyal.

In a recent survey, 64% of employees said retirement benefits are extremely important, compared to only 38% of employers.

64%  
of all employees



38%  
of employers



## Choose from our Group Savings Plan options

With three plans to choose from, we'll work with you to select the one that best suits the needs of your company and your employees:

- **Group RRSP** is a collection of individual RRSP accounts. Group RRSPs allow you to remit your employees' contributions using pre-tax payroll dollars. By using pre-tax payroll dollars, withholding taxes are not deducted on contributions made to the RRSP account, leaving more money for your employees in the short term.
- **Deferred Profit Sharing Plan (DPSP)** allows you to transfer pre-tax company profits to members, reducing your company's taxes payable. DPSP contributions are not subject to payroll-related charges, including CPP or QPP deductions, EI premiums or healthcare taxes. Only company earnings can be contributed to a DPSP.
- **Group Investment Account (GIA)** is a non-registered plan that helps employees meet a variety of financial goals, including saving for vacations, work sabbaticals and home ownership or improvement.

## Investment options tailored to each employee's individual needs

Depending on the level of complexity of your employees' needs, we offer three different investment options suited to individual circumstances. As well, we offer advice to help your employees choose which option is best for them:

- **RBC Royal Bank** — for members that value advice with access to savings, GICs and RBC Funds® investment options
- **RBC Dominion Securities®** — for members with higher asset levels who require advice and access to a sophisticated range of investments
- **RBC Direct Investing™** — for members who wish to manage their investments online with no need for advice and with the support of online tools and resources



## Take the next step to empowering your business

Contact us to learn how your organization can benefit from RBC Group Advantage:

- Call us at **1-800-835-3855**
- Visit [rbc.com/rbcgroupadvantage](http://rbc.com/rbcgroupadvantage)



**RBC Royal Bank**

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\* Member—Canadian Investor Protection Fund.

^ Source: 2010 Right Management Survey

† Source: 9th Annual MetLife Study of Employee Benefit Trends, March 2011

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