



What is the Advantage Program?

PPI's Advantage Program is a recognition and loyalty program that is offered exclusively to PPI's top-producing Advisors. It's our way of recognizing the success you and your practice have achieved in the past year, as well as to say thanks for the relationships we have built with you.

New for 2024 is a new higher tier to this program which is **Advantage Elite**, in addition to the existing **Advantage Plus** and **Advantage** tiers. Advantage Elite recognizes our highest performing Advisors by offering a new set of exclusive offerings. The entire Advantage Program continues to offer front-of-the line support from our Sales and Operations teams, and access to an exclusive set of services designed to help you grow your business even further.

Included are technology tools, compliance support, business coaching, consultation hours in areas of practice management, human resources, teaming, and more. The goal is to help you and your business grow and prosper *even more* through higher levels of PPI support.

Professional Services for Business Development

New to the offerings for Advantage Plus and Advantage Elite qualifiers this year are professional services to help you enhance the growth of your business. These services can be accessed through the consulting hours you have been allocated based on your Advantage Program qualification tier. Should you wish to continue an extended engagement beyond your allocated hours, these firms are available for you to work with privately as well.

Business Growth and Continuity Consulting

Advantage Plus and Advantage Elite Advisors have access to personalized coaching hours with a results-driven Business Coach through Vantage Talent Group to help expand your advisory team.

Professional Human Resources Consulting

Advantage Plus and Advantage Elite Advisors have access to a Human Resources Consultant through Yacoub Elite Search, who can guide you through an array of HR services, including job postings, searches, hiring, termination, performance reviews, pay reviews, and understanding provincial labour laws.



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