



WHICH KIND OF LIFE INSURANCE IS RIGHT FOR YOU?

Finding the right life insurance to meet your unique needs is as easy as **1-2-3!**

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THERE ARE BASICALLY TWO KINDS OF LIFE INSURANCE...TERM AND PERMANENT



Term insurance is like renting an apartment. Most people have rented at some point in their lives. You pay your rent but will never own the apartment. Depending on your situation, this can be the best or only option at the time. If you decide in the future to purchase something permanent and move into your own home, you don't take any equity with you.



Permanent insurance is like owning a home. It's not just about meeting an immediate need but also about making a decision to invest for your future. It may be more expensive than renting but you build equity with every payment you make. Plus, if you put money into the house through upgrades and renovations, you can further increase the value.

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TERM OR PERMANENT? WHICH IS RIGHT FOR YOU?

To answer that question, you need to ask a few more. What is the purpose of the life insurance? What can you afford?

Are you looking for...	Term	Permanent
Least expensive life insurance in the short term.	✓	
Temporary insurance for a limited time.	✓	
Insurance that can last for the rest of your life.		✓
"Money back" if you no longer need the insurance. ¹		✓
Tax-advantaged growth you can access ² to pay for your children's education, supplement your retirement income, etc.		✓

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NOT ALL PERMANENT INSURANCE IS ALIKE

If you have a need for permanent insurance protection, you can choose between Whole Life and Universal Life. Both offer the opportunity for tax-advantaged growth within the plan. Determining your life insurance and savings goals will help you and your advisor select the best plan to help you achieve them.

Are you looking for...	Whole Life	Universal Life
Guaranteed level premiums and cash value.	✓	Sometimes
Eligibility to receive dividends which can be used to reduce the premium or increase the death benefit. ³	✓	
Maximum flexibility to add or remove coverage as your needs change.		✓
Premium flexibility, including stopping payments for a period of time.	Sometimes	✓
Hands-off investment option that offers tax-advantaged growth.	✓	Sometimes
Ability to select the investments that best meet your risk tolerance and goals.		✓
Growth that will never be negative, despite market volatility.	✓	Sometimes
Maximum growth potential even if it means the risk of negative returns.		✓
Maximum tax-advantaged growth by depositing as much money as possible into the plan. ⁴		✓

Sometimes?

You don't expect to see that in a process that claims to be as easy as 1-2-3. But while understanding the basics of life insurance is easy, tailoring a plan to meet your personal situation requires more than a simple checklist can provide. That's why it is important to work with a financial advisor.

A plan customized just for you

Your advisor has the expertise to customize a plan just for you. They know that not all life insurance companies are created equal. As one of the largest mutual life insurance companies in Canada, we are owned by our policyholders and act in their best interests. Just like your advisor, everything we do is focused on providing you with exceptional personalized service, security and wellbeing.

WHICH KIND OF LIFE INSURANCE IS RIGHT FOR YOU?

What can life insurance do for you and your family?	Term	Whole Life	Universal Life
Pay off your mortgage and other debts.	✓	✓	✓
Replace your income to provide for those who depend on you.	✓	✓	✓
Accumulate tax-advantaged funds you can access ² for things like funding your children's education or supplementing your retirement income.		✓	✓
Create an inheritance for your heirs or favourite charity.		✓	✓
Preserve an inheritance by covering final expenses, taxes and fees, keeping your estate intact for your heirs.		✓	✓
Serve as collateral for a bank loan.		✓	✓
Fund buy sell agreements, creditor, and key person protection for businesses.	✓	✓	✓

Talk to your advisor about what insurance is right for you.



The information in this brochure is not a substitute for tax or legal advice. Please consult your tax or legal professional for independent advice with respect to your personal circumstances.

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¹ You will receive the current Cash Surrender Value less any existing indebtedness and any surrender charges that may apply.

² The cash value of the policy may be accessible via a withdrawal, a policy loan or both and may be subject to taxation. Some restrictions and charges may apply. See contract for details.

³ Equitable Life's whole life insurance is a participating policy and eligible to receive dividends. Dividends are not guaranteed. They are subject to change, and will vary based on the actual investment returns in the Participating Account as well as mortality, expense, lapse, claims experience, taxes and other experience of the participating block of policies. They have the potential to increase the value of your policy above the guaranteed amount, depending on the Dividend Option selected. There are five Dividend Options to choose from.

⁴ There are limits on the amount you can deposit to ensure the policy remains tax-exempt under the Income Tax Act (Canada).