

La Capitale Insurance and Financial Services

Julie Sloan – Regional Sales Director



Introduction to the Mortgage Market



- ❖ Perspectives and trends in the mortgage market
- ❖ The risk of death and disability for your clients
- ❖ Comparison between bank mortgage insurance and personal plans



La Capitale Financial Group

- Mutual company founded in 1940
- Licensed in **all provinces** across Canada
- Eleven subsidiaries, with business lines covering group insurance, individual insurance, property and casualty insurance, mortgage loans and real estate holdings



La Capitale 

Key Facts and Figures

- ❖ Assets: \$4.3 billion
- ❖ Total Income \$1.7 billion
- ❖ Employees: 2,300
- ❖ Contracts and certificates in force:
> 1,653,000
- ❖ **9th** largest Insurance Company in Canada
as reported by the National Post in June 2012

Meets and surpasses the solvency requirements with an EMSFP ratio of 249%

La Capitale 2014 Convention



Sandals Whitehouse European Village & Spa Jamaica

LaCapitale 

La Capitale Convention Qualification

How to Qualify.....

\$24,500 AFYC La Capitale or Penncorp
or

\$24,500 Penncorp issued premiums

Definition of AFYC

First-year commissions on La Capitale Life and Health = **100% AFYC**

First-year commissions on La Capitale investment products = **50% AFYC**

First-year Penncorp commissions = **150% AFYC**

La Capitale's Loyalty Bonus

- Minimum annual production of \$10,000 in AFYC for Life products
- minimum of 12 submitted applications

<u>Consecutive years</u>	<u>Bonus (% FYC)</u>
1	15%
2	20%
3	25%
4	30%

La Capitale's Value Proposition

- ♦ **Life Insurance**
 - ♦ 100% Pure Protection (T100)
 - ♦ Advantage Series (10, 15, 20yr, to age 65 or lifetime)
 - ♦ Level COI UL (10, 15, 20yr, to age 65 or lifetime)
 - ♦ Guaranteed Issue
 - ♦ Distinctive riders:
 - ♦ Term Riders (T10, 20, 25, 30, 35yrs)
 - ♦ Provider and Disability riders
 - ♦ CI Riders (T20, 25, 30 & 35)
 - ♦ Bundling and Packaging – Mortgage and Integrated concepts
- ♦ **Living Benefits**
 - ♦ Simplified, Extended and Child Critical Illness
 - ♦ Individual Disability Insurance
 - ♦ Long Term Care Insurance

Perspectives & trends in the market

Fact : Canadians' personal debt level has risen dramatically

In the last 10 years, personal disposable income, or take-home pay, has risen 15%.

Meanwhile, Canadians are piling on debt more than **twice as fast** as their income is growing.

Perspectives & trends in the market

Fact : Canadians' personal debt level has risen dramatically

According to Stats Canada Canadian household debt increased from \$147 billion in 1982 to \$1,454 billion by 2010.

Residential mortgages accounted for **two-thirds of overall household debt**

What if we told you that...

In the event of premature death, **30% of families with dependent children** admit they will have immediate trouble meeting everyday living expenses.

LIMRA, Canadian Families at Risk – Facts About Life 2007

In the event of premature death, **27% of families** could cover these expenses for only a few months.

LIMRA, Canadian Families at Risk – Facts About Life 2007

Perspectives & trends in the market

Fact : The traditional homeowner has changed

The 2011 Census counted more one-person households than couple households with children for the first time.

This represents 27.6% of all households, continuing an upward trend that has existed for many decades.

Perspectives & trends in the market

Fact : The traditional homeowner has changed

Multiple-family households have increased over the past decade.

Multiple-family households were more prevalent in the municipalities of large population areas.

Perspectives & trends in the market

Fact : Mortgages continue beyond retirement

According to Bank of Montreal, 51% of Canadian homeowners plan to carry their mortgage into their retirement years.

People are living longer, working longer and making real estate plans longer and further into their lives.

Perspectives & trends in the market

Fact : Mortgage debt has increased substantially over the last 30yrs

The average market value has quadrupled since 1982 with a proportionate increase in the average mortgage loan

Perspectives & trends in the market

Fact : Changes to ammortization periods

If your down payment is less than 20 percent of the purchase price of your home, the longest amortization period allowed is 25 years.

Perspectives & trends in the market

Fact : Borrowers are amortizing their mortgage loans over longer periods.

Most common Amortization period is 25yrs

Most common Mortgage Type is 5yr Fixed

Fact : More and more borrowers are choosing mortgage credit lines instead of traditional mortgage loans.

Ammortization – Impact on Mortgage

Amortization period	Monthly payment	Total interest payments ¹	Total payments ¹
10 years	\$2,213.02	\$65,562	\$265,562
15 years	\$1,679.77	\$102,358	\$302,358
20 years	\$1,424.38	\$141,850	\$341,850
25 years	\$1,279.61	\$183,885	\$383,885

1. over the amortization period, assuming monthly payments on a \$200,000 mortgage with an interest rate of 6%.

Ammortization – Impact on Mortgage

Amortization period	Principal paid back to the lender after 5 years	
	Amount	Percentage
10 years	\$85,327	43%
15 years	\$48,192	24%
20 years	\$30,408	15%
25 years	\$20,327	10%

1. This example is based on a \$200,000 mortgage with an interest rate of 6%, and assumes monthly payments.

2. This figure represents the percentage of the original amount borrowed paid back to the lender. It is calculated by dividing the dollar amount of principal paid back to the lender after 5 years by the original amount borrowed (in this example \$200,000) and multiplying the result by 100.

Perspectives & trends in the market

Fact : Clients are increasingly seeking assistance from mortgage brokers.

According to a recent study by The Canadian Mortgage and Housing Association, the majority of borrowers (80%) were aware of the existence of mortgage brokers and the services they provide.

Perspectives & trends in the market

Fact : 70% of consumers purchase insurance products from the bank.

- 72% life products
- 60% DI products

Fact : When dealing with a mortgage broker only 12% purchased Life and 8% DI

Perspectives & trends in the market



According to Limra...

After a very strong 2009, sales of life insurance in financial institutions continued their growth throughout 2010.

Insurance carriers sold \$1.8 billion in bank life insurance premium in 2010. This new peak is nearly 40% higher than the previous record of \$1.3 billion set in 2004.



Their home will likely be the most precious thing your clients will ever own.



What would happen to their home :

In the event of premature death or disability of a family member ?



What if we told you that.....

According to Canada Mortgage and Housing Corporation (CMHC), only about **3%** of home foreclosures are due to death, but some **48%** are due to serious illness.

Life Letter, August 2004

Mortality vs Morbidity

Age	Disabled greater than 90 days	Disability vs. Death
32	8 per 1,000	8 to 1
37	9 per 1,000	8 to 1
42	11 per 1,000	6 to 1
47	13 per 1,000	5 to 1
52	17 per 1,000	4 to 1
57	21 per 1,000	3 to 1



Perhaps your clients already have this type of situation covered with their financial institution.

- ❖ Clients often take out the mortgage insurance offered by the lending institution when negotiating their loan, as they **wrongly believe that taking out coverage is directly tied to the loan being approved.**
- ❖ Many people also think it's easier to do things that way, and that **all mortgage insurance policies are the same.**

- ❖ Ask yourself: Is this coverage beneficial to your client and does it give them what they really want?
- ❖ Does your client really know how current mortgage insurance works and how much it is costing them?

Question Time

- 1) **Is the premium guaranteed for the loan amortization period?**



Question Time



- 1) Is the premium guaranteed for the loan amortization period?
- 2) **Who is the owner of the contract?**



Question Time



- 1) Is the premium guaranteed for the loan amortization period?
- 2) Who is the owner of the contract?
- 3) **Who receives the death benefit?**

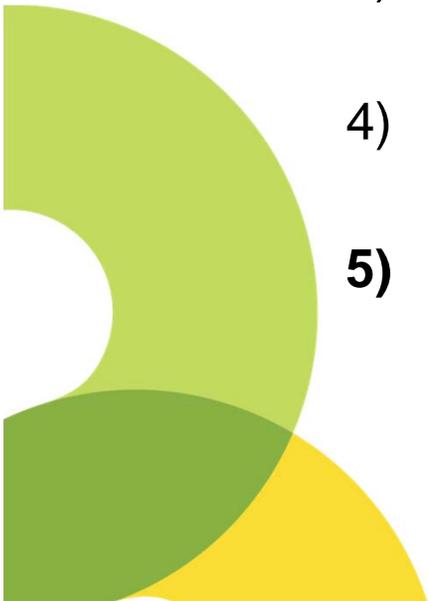


Question Time

- 1) Is the premium guaranteed for the loan amortization period?
- 2) Who is the owner of the contract?
- 3) Who receives the death benefit?
- 4) **Is the insurance fixed or decreasing?**

Question Time

- 1) Is the premium guaranteed for the loan amortization period?
- 2) Who is the owner of the contract?
- 3) Who receives the death benefit?
- 4) Is the life insurance fixed or decreasing?
- 5) **Is the life insurance convertible to a permanent contract?**



Question Time

6) In the event of disability, what are the benefit payment options available? (% of mortgage payment)



Question Time

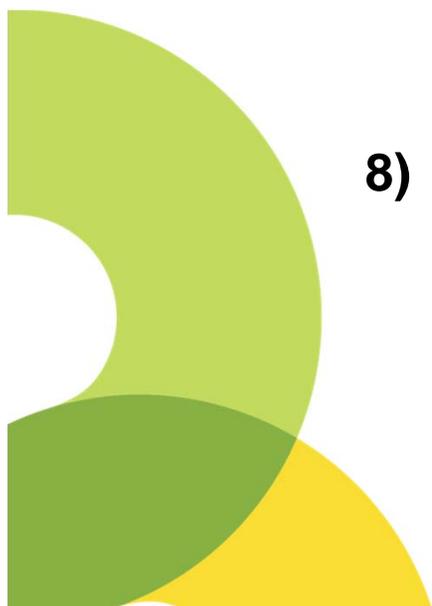
- 6) In the event of disability, what are the benefit payment options available? (% of mortgage payment)
- 7) How long does the "Regular Occupation" definition of disability apply for?**



Question Time

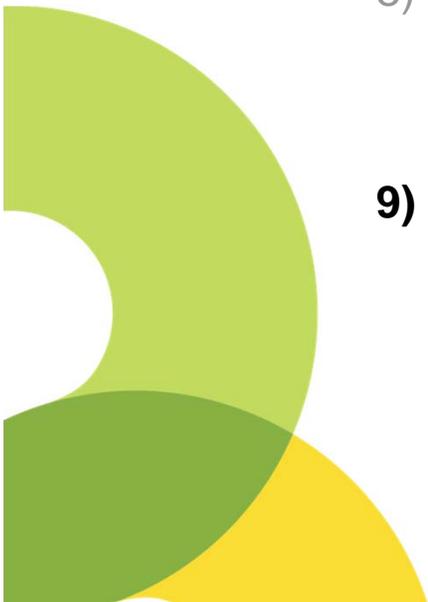


- 6) In the event of disability, what are the benefit payment options available?
- 7) How long does the "Regular Occupation" definition of disability apply for?
- 8) **Does insurance remain in force if the borrower switches lenders?**



Question Time

- 6) In the event of disability, what are the benefit payment options available?
- 7) How long does the “Regular Occupation” definition of disability apply for?
- 8) Does insurance remain in force if the borrower switches lenders?
- 9) **Does the insurance pay full benefits even if the borrower pays off the loan?**



Question Time



- 7) How long does the “Regular Occupation” definition of disability apply for?
 - 8) Does insurance remain in force if the borrower pays off the loan?
 - 9) Does insurance pay full benefits even if the borrower pays off the loan ?
 - 10) Are you sure you're covered by your insurance, was any medical underwriting required before issue?**
- 

If you're uncertain, why not opt for reassuring coverage that will be there for you when you need it and allow you to keep what you've earned?



How?



La Capitale's Term Life with a Disability Benefit Rider
and/or Critical Illness Rider

LaCapitale 

Term Life Insurance

Fixed Term – 10, 20, 25, 30 & 35yrs

- ❖ Renewable up to age 85
- ❖ Convertible up to age 65

Decreasing term – 15, 20, 25, 30 and 35yrs

- ❖ Convertible up to age 65

New Spring 2013 – new pricing for T-20

Disability Income Benefit - At a glance

- ❖ The disability benefit rider provides a monthly indemnity in the event of the insured's total disability as a result of Accident or Sickness.
- ❖ Client must be disabled before age 65
- ❖ Available for clients aged 18-55

New Spring 2013 – Loss of Employment

Disability Income Benefit

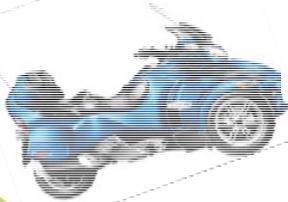
New Spring 2013 – Offering even More !

Coverage in the event of involuntary loss of employment included with Disability Insurance at no additional cost

- ✓ 90-day elimination period
- ✓ Retroactive 30 days
- ✓ Reimbursement of the total monthly premium
 - Maximum: \$200 per month, for up to 5 months

Disability Income Benefit - Features

- ❖ Level, guaranteed premiums
- ❖ Coverage period: 20, 25 or 30 years, (max age 65)
- ❖ Benefit payable over 2- or 5-year terms or until expiry
- ❖ 90-day waiting period (retro 30 days for 2-year and 5-year benefits)
- ❖ Definition of disability: Regular occupation for 2 years



What can we cover?

Disability Income Benefit - its uses

Concepts	Based on.....
Credit Insurance Concept - Mortgages (loan or line of credit) - Other loans	Proof of loan
Rent Insurance concept	Proof of lease
Income replacement	Proof of income & inforce coverage

Credit Insurance - At a glance

- For Credit Insurance, a maximum Disability Income Benefit of **\$2,000** in monthly payments can be granted **regardless of the insured's income and any other individual benefit or disability insurance in force.**



Credit Insurance - Residential mortgage

Maximum amount granted to each insured:

- ✓ For loans = monthly reimbursement
(principal, interest and taxes)
- ✓ For a line of credit = 1% of balance used
+ taxes

Competitive features

- At time of claim:
 - Benefits not integrated
 - No proof of income required
 - No proof of loan required

Critical Illness Rider - 25 covered conditions

(benchmark definitions)

- ❖ Stroke
- ❖ Cancer (Life-Threatening)
- ❖ Blindness
- ❖ Coronary Surgery
- ❖ Coma
- ❖ Heart Attack (Myocardial Infarction)
- ❖ Major Organ Transplant
- ❖ Waiting for a transplant of a major organ
- ❖ Occupational HIV infection
- ❖ Kidney Failure
- ❖ Alzheimer's Disease
- ❖ Parkinson's Disease
- ❖ Paralysis
- ❖ Multiple Sclerosis
- ❖ Loss of Independent Existence
- ❖ Loss of Speech
- ❖ Severe Burns
- ❖ Loss of Limbs
- ❖ Motor Neuron Disorder
- ❖ Benign Brain Tumor
- ❖ Aortic Surgery
- ❖ Heart Valve Replacement
- ❖ Aplastic Anemia
- ❖ Bacterial Meningitis
- ❖ Deafness

Critical Illness Rider - Features

- ❖ 20-, 25- 30- or 35-year fixed term
- ❖ Non-renewable and cannot be converted
- ❖ Premiums and insured amount are fixed and guaranteed
- ❖ Minimum insured amount: \$25,000
- ❖ Maximum insured amount: total insured amount of life insurance products offered
- ❖ Best Doctors® extended assistance service

La Capitale Mortgage Insurance Concept

M age 38 NS Mortgage: \$250,000 Amortization: 20 years Monthly payment: \$1,500	Monthly premium	Total
20-year Fixed Term \$250,000	\$30.21	\$91.30
DI Rider BP- 2 years, \$1,500/mth	\$30.60	
T20 CI Rider \$50,000	\$30.50	



Bank Comparisons

	La Capitale	Bank Of Nova Scotia
Premium	\$91.30	\$95.00
CI Features	25 definitions Coverage to age 58	3 definitions Coverage to 65
DI Features	90 EP Retro to 30 th day BP 2yrs	60 day EP no retro BP 2yrs lifetime 4yrs No Loss of Employment
Underwriting	Full	2 Simple Questions



Bank Comparisons

	La Capitale	BMO
Premium	\$91.30	\$136.96
CI Features	25 definitions Coverage to age 58	4 definitions Coverage to ??
DI Features	90 EP Retro to 30 th day BP 2yrs	30 day EP BP 2yrs Loss of Employment
Underwriting	Full	1 Simple Question



Commissions

Product	1 st year commission	Renewals		
		2 to 5	6 to 10	11 and +
FT-20 years	50%	5%	3%	2%
FT-25, 30 and 35 years	55%	5%	3%	2%
FT-10 years	35%	5%	3%	2%
DT-15 and 20 years	40%	5%	3%	2%
DT-25, 30 and 35 years	50%	5%	3%	2%
Monthly disability benefit	45%	5%	3%	2%

Commissions

Product	1st year commission	Renewals		
		2 to 5	6 to 10	11 and +
Critical Illness rider	50%	5%	3%	2%

Product	1st year commission	Renewals		
		2 to 5	6 to 10	11 and +
The Provider, 15 year fixed	40%	5%	3%	2%
The Provider, 20 year fixed	40%	5%	3%	2%
The Provider, 25 year fixed	40%	5%	3%	2%
The Provider, 15 year decreasing	40%	5%	3%	2%
The Provider, 15 year fixed	40%	5%	3%	2%
The Provider, 20 and 25 year decreasing	40%	5%	3%	2%

Commissions

Product	1 st year commission	Renewals		
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FT-20 years	50%	5%	3%	2%
FT-25, 30 and 35 years	55%	5%	3%	2%
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Marketing Tools



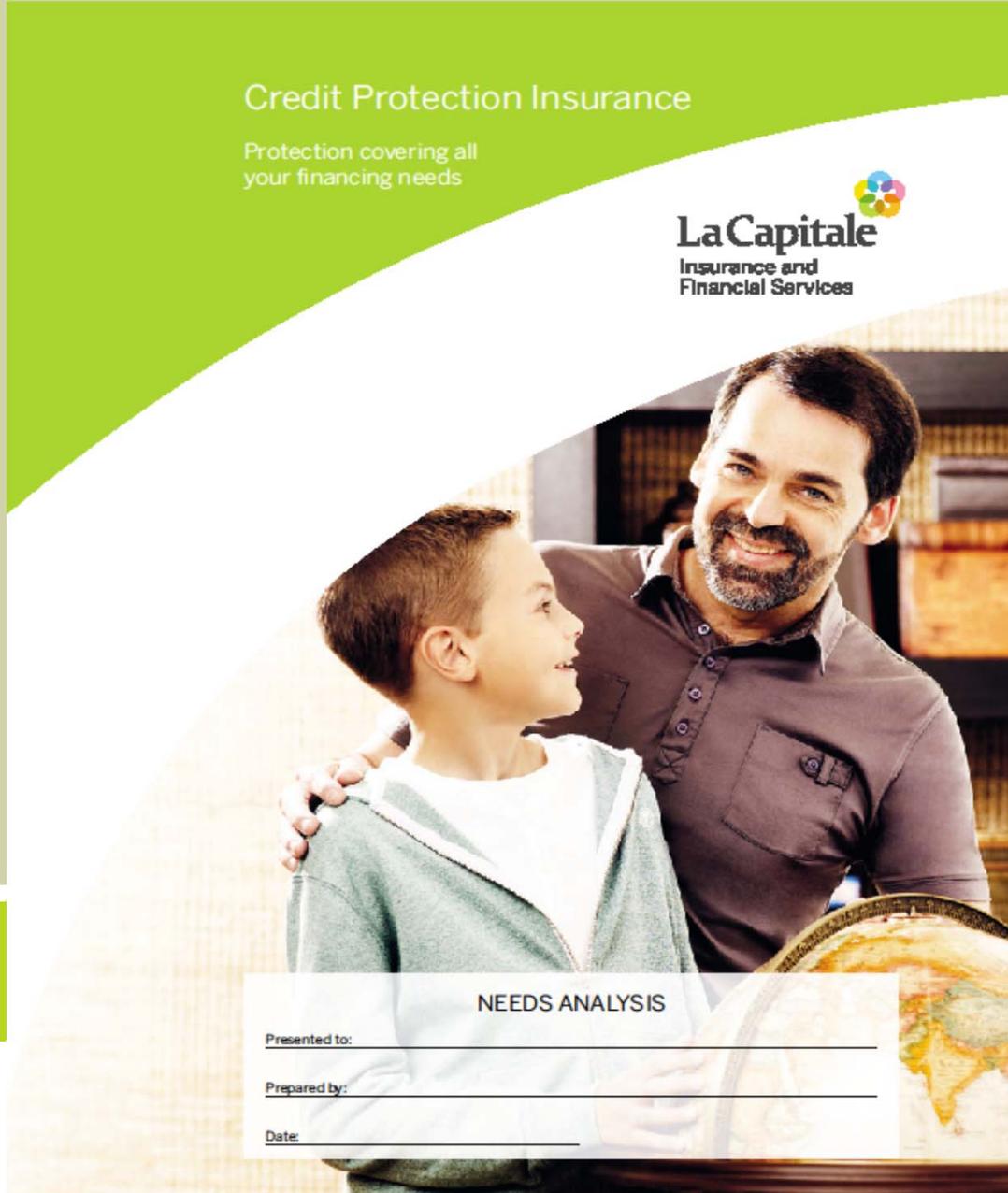
Credit Protection Insurance

Protection covering all your financing needs



Credit Protection Insurance

Protection covering all
your financing needs



NEEDS ANALYSIS

Presented to: _____

Prepared by: _____

Date: _____



For your...

- Personal line of credit
- Mortgage loan or line of credit
- Personal loan (automobile, boat, recreational vehicle, renovations, studies, etc.)
- Commercial mortgage loan
- Agricultural loan
- Car lease

Why choose La Capitale?

When you choose La Capitale's Credit Protection Insurance, you get a fixed or decreasing term life insurance policy with a Disability Income Benefit rider. Here is the full range of benefits and features that La Capitale gives you.

Does your current credit insurance give you as much?	YES	NO
▪ Insurability – Insurability verified at the time of application, not at the time of a claim	<input type="radio"/>	<input type="radio"/>
▪ When you submit a claim: – Benefits are not integrated – No proof of income required – No proof of loan required	<input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/>
▪ Flexibility Would you still be insured if: – you changed financial institutions? – you changed financing methods?	<input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/>
▪ Product features – A premium that's guaranteed for the duration of your contract – You choose the duration of your Disability Income Benefit payments: 2 years, 5 years or at expiry of the insurance contract – Your choice of a fixed or decreasing insured amount – The option of converting your Term Life Insurance into permanent insurance – The freedom for your designated beneficiary to use the money as he or she sees fit – The option of applying for a Disability Income Benefit for your homemaker spouse – The option to apply for a rider for The Provider – Monthly income for your loved ones – The option to obtain a Fixed Term Critical Illness rider.	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>

La Capitale's Credit Protection Insurance offers you **comprehensive coverage** that can help you avoid financial worries. You and your family can have peace of mind, knowing that you are sheltered from any unforeseen events that could jeopardize your financial security.

FINANCIAL NEEDS ANALYSIS		YES	NO
Client 1 _____	Homemaker spouse	<input type="radio"/>	<input type="radio"/>
Client 2 _____	Homemaker spouse	<input type="radio"/>	<input type="radio"/>

ELIGIBILITY CRITERIA FOR DISABILITY INCOME BENEFIT COVERAGE

- Work at least 20 hours per week AND at least 9 months per year with a minimum annual income of \$12,000
 - Work in an insurable profession for at least 1 year (employees) or 2 years (self-employed)
- Exception: Students and homemaker spouses (see notes on reverse)

Basic Life Insurance		Disability Income Benefit rider	
ELIGIBLE CREDIT AMOUNT		Client 1	Client 2
	(loan amount)		
Mortgage loan	<input type="text"/>	<input type="text"/>	<input type="text"/>
Commercial mortgage loan	<input type="text"/>	<input type="text"/>	<input type="text"/>
Agricultural loan	<input type="text"/>	<input type="text"/>	<input type="text"/>
Personal loan(s)	<input type="text"/>	<input type="text"/>	<input type="text"/>
Car lease	<input type="text"/>	<input type="text"/>	<input type="text"/>
	(line of credit amount)		
Mortgage line of credit	<input type="text"/>	<input type="text"/>	<input type="text"/>
Personal line of credit	<input type="text"/>	<input type="text"/>	<input type="text"/>
TOTAL LOANS	<input type="text"/>	<input type="text"/>	<input type="text"/>
	The amount of life insurance can exceed the total credit amount.		

Critical Illness Insurance rider		Client 1	Client 2
Choose a fixed amount or specify a number of payments to cover the total loans.	<input type="text"/>	<input type="text"/>	<input type="text"/>
	The amount of Critical Illness Insurance may not exceed the insured amount for life insurance.		

Disability Income Benefit rider		Client 1	Client 2
CREDIT AMOUNT (monthly payments)			
A. Residential mortgage¹			
	(principal + interest + taxes)		
Loan	<input type="text"/>	<input type="text"/>	<input type="text"/>
Line of credit	(1% of the balance used + taxes)	<input type="text"/>	<input type="text"/>
B. Other loans²			
	(principal + interest)		
Personal loan(s)	<input type="text"/>	<input type="text"/>	<input type="text"/>
Car lease	<input type="text"/>	<input type="text"/>	<input type="text"/>
Commercial mortgage loan	<input type="text"/>	<input type="text"/>	<input type="text"/>
Agricultural loan	<input type="text"/>	<input type="text"/>	<input type="text"/>
	(1% of the balance used)		
Personal line of credit	<input type="text"/>	<input type="text"/>	<input type="text"/>
TOTAL LOANS	<input type="text"/>	<input type="text"/>	<input type="text"/>
	Amount between \$250 and \$5,000 without exceeding \$15 per month per \$1,000 of death benefit.		

PROOF OF LOAN IS MANDATORY AT THE TIME OF ISSUE FOR DISABILITY INCOME BENEFIT APPLICATIONS	
Current monthly statement is acceptable in the case of a line of credit.	

ELIGIBLE DISABILITY BENEFIT AMOUNT	
The eligible benefit amount is equal to the total sum of monthly payments, up to a maximum of \$2,000 per month. This is the case regardless of the gross monthly income and any other individual benefit or disability insurance in force or pending. (For more than \$2,000 per month, see the Fact Sheet).	

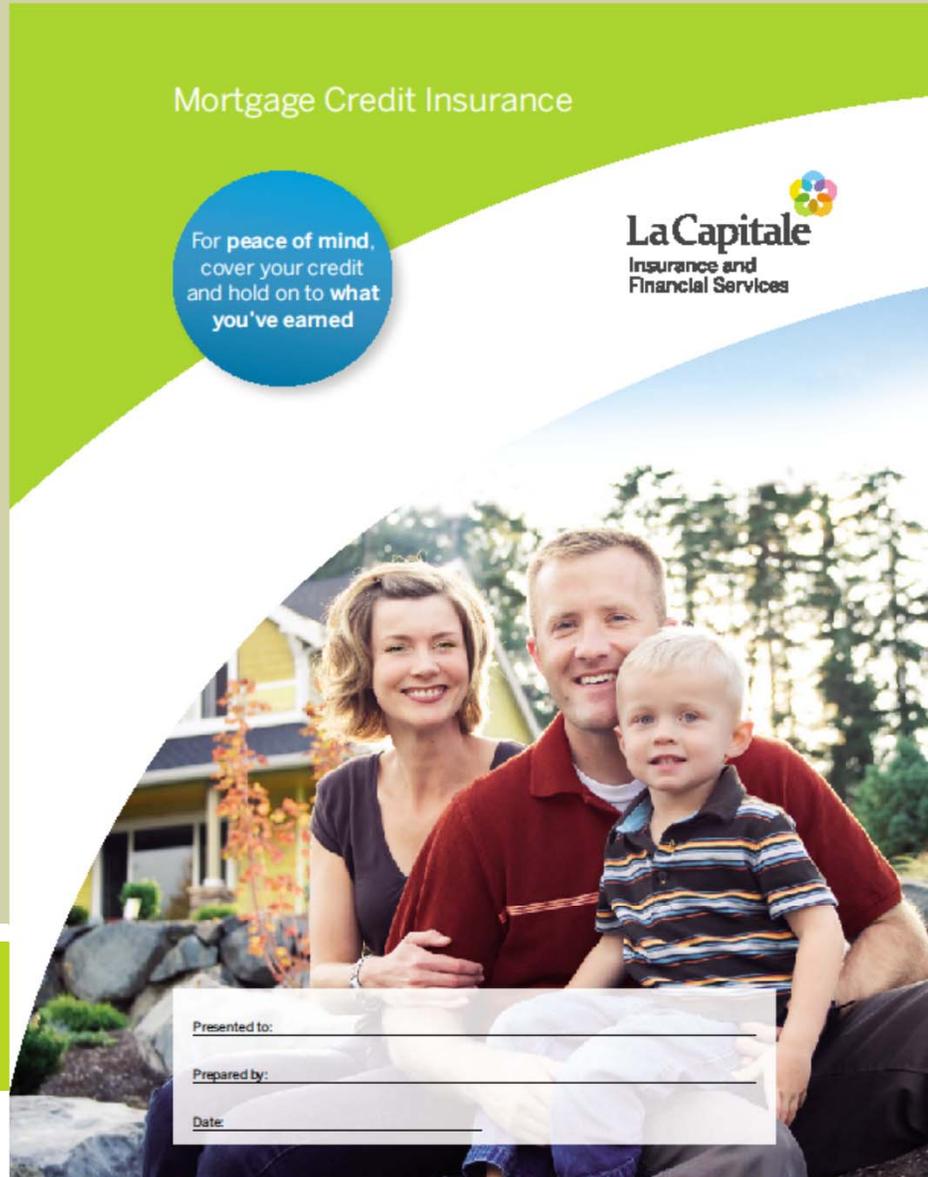
DURATION OF AVAILABLE BENEFITS	
For covering a residential mortgage loan or line of credit only (available for 2- or 5-year term or until expiry)	<input type="text"/>
For covering one single other loan (see B) (available for 2- or 5-year term)	<input type="text"/>
To cover more than one loan (available for 2-year term)	<input type="text"/>

1. If two or more people are applying for a Disability Income Benefit, it can be granted for the entire monthly payments amount.
 2. If one of the other loans is in the name of both insureds, the amount is shared by the insureds.

Mortgage Credit Insurance

For peace of mind,
cover your credit
and hold on to what
you've earned


La Capitale
Insurance and
Financial Services




La Capitale

Personal Information

Name	Date of birth (YY/MM/DD)	Age	Smoker or non-smoker
Client 1 _____	_ _ _ _ _ _ _	____	____
Client 2 _____	_ _ _ _ _ _ _	____	____

Information about the loan and current insurance

Loan amount	\$ _____	Is the loan insured?	<input type="radio"/> YES <input type="radio"/> NO
Interest rate	_____ %	If yes, Life Insurance	\$ _____
Loan term	_____ years	Monthly insurance premium	\$ _____
Monthly payment (capital and interest)	\$ _____	Disability insurance	<input type="radio"/> 0% <input type="radio"/> 50% <input type="radio"/> 100%
Loan renewal (YY/MM/DD)	_ _ _ _ _ _ _		

Information about the cost of insurance

(If the financial institution increases the rate of the loan to pay the cost of insurance)

	With insurance	No insurance	Difference
Interest rate	_____ %	_____ %	_____ %
A. Cost of insurance <small>(difference between monthly payments)</small>	\$ _____ <small>Monthly payment</small>	\$ _____ <small>Monthly payment</small>	\$ _____
Mortgage loan balance after _____ months	\$ _____	\$ _____	\$ _____
B. Additional monthly cost <small>(mortgage loan balance divided by number of months)</small>			\$ _____
C. Adjusted cost of insurance A + B			\$ _____

La Capitale's Mortgage Credit Insurance compared to that of other major lending institutions

	La Capitale	Other institutions
1. Who is the owner of the contract?	Insured	Lender
2. Who receives the death benefit?	Beneficiary	Lender
3. Who receives the disability benefits?	Insured	Lender
4. Who receives the critical illness benefits?	Insured	Lender
5. Is life insurance convertible to a permanent contract?	Yes	No
6. Does insurance remain in force if the borrower switches lenders?	Yes	No
7. Does insurance remain in force if the borrower changes financing methods or reimburses the loan?	Yes	No
8. For how many months does the definition "usual occupation" apply?	24	12 (credit unions) 24 (banks)
9. Is the premium guaranteed for the duration of the contract?	Yes	No

The solution: La Capitale Mortgage Credit Insurance

<p>Term Life Insurance:</p> <p><input type="radio"/> Individual</p> <p><input type="radio"/> Joint</p> <p><input type="radio"/> 20 years <input type="radio"/> 25 years</p> <p><input type="radio"/> 30 years <input type="radio"/> 35 years</p> <p>\$ _____</p>	<p>Disability Income Benefit:*</p> <p>Client 1 \$ _____ ** per month</p> <p>Client 1 \$ _____ ** per month</p>												
<p>Critical illness rider:</p> <p><input type="radio"/> 20 years <input type="radio"/> 25 years <input type="radio"/> 30 years <input type="radio"/> 35 years</p> <p>Client 1 \$ _____ Client 2 \$ _____</p>													
<p>Monthly premium:</p> <p>With 2-year Disability Income Benefit \$ _____</p> <p>With 5-year Disability Income Benefit \$ _____</p> <p>With Disability Income Benefit until expiry \$ _____</p>	<table border="0"> <tr> <td></td> <td style="text-align: center;">Decreasing Term Life Insurance</td> <td style="text-align: center;">Fixed Term Life Insurance</td> </tr> <tr> <td>With 2-year Disability Income Benefit</td> <td style="text-align: center;">\$ _____</td> <td style="text-align: center;">\$ _____</td> </tr> <tr> <td>With 5-year Disability Income Benefit</td> <td style="text-align: center;">\$ _____</td> <td style="text-align: center;">\$ _____</td> </tr> <tr> <td>With Disability Income Benefit until expiry</td> <td style="text-align: center;">\$ _____</td> <td style="text-align: center;">\$ _____</td> </tr> </table>		Decreasing Term Life Insurance	Fixed Term Life Insurance	With 2-year Disability Income Benefit	\$ _____	\$ _____	With 5-year Disability Income Benefit	\$ _____	\$ _____	With Disability Income Benefit until expiry	\$ _____	\$ _____
	Decreasing Term Life Insurance	Fixed Term Life Insurance											
With 2-year Disability Income Benefit	\$ _____	\$ _____											
With 5-year Disability Income Benefit	\$ _____	\$ _____											
With Disability Income Benefit until expiry	\$ _____	\$ _____											

* **Eligibility:**
 - Insurable occupation, 9 months/year, 20 hours/week
 - Nonmember spouse, 50% of proposed amount for the others spouse (max: \$1,000)
 - Provide proof of loan at time of issue

** **If the Disability Income Benefit exceeds \$2,000, certain eligibility criteria must be met. (SEE THE FACT SHEET FOR MORE INFORMATION.)**

Conclusion



- ❖ **Huge market potential:** Most Canadians have debt. 70% of consumers purchase mortgage insurance from the bank
- ❖ Client approach: Just letting your client know **there exists an alternative to the bank** and you will have many interested prospects....
- ❖ What are the key questions you can ask your client to illustrate that **not all contracts are the same**



Conclusion

- ❖ Mortgage insurance should offer **reassuring protection**. In the event of difficult circumstances, such as death or disability.
- ❖ La Capitale's credit insurance is a **simple, flexible and complete protection**

