



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!**

1 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.

2 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?

Do you want...	Term	Permanent
To pay off your mortgage and other debts?	✓	✓
To replace your income to provide for those who depend on you?	✓	✓
An option for "money back" if you no longer need the insurance? ¹		✓
An option to accumulate tax-advantaged funds you can access ² for things like helping to fund a child's education or supplementing your retirement income?		✓
To create an inheritance for your heirs or favourite charity?		✓
To preserve an inheritance by covering final expenses, taxes and fees, keeping your estate intact for your heirs?		✓
To fund buy sell agreements, creditor, and key person protection for businesses?	✓	✓
Protection for the lowest cost?	✓	
Protection for a specified time?	✓	

11/02/2014/03/24

life insurance

WHICH KIND OF LIFE INSURANCE IS RIGHT FOR YOU?

3 NOT ALL PERMANENT INSURANCE IS ALIKE

If you have a need for permanent insurance protection, you can choose between whole life and universal life. Generally 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.

Equitable Life® offers a choice of permanent plans:

Are you looking for...	Whole life		Universal life	
	Equimax® (participating ³)	Final Protection™ (non-participating)	Equation Generation® IV	EquiLife® Limited Pay
Guaranteed premiums/Cost of Insurance charges?	✓	✓	✓	✓
Guaranteed cash value?	✓	✓		✓
Opportunity to receive annual dividends which can increase the value of your policy? ³	✓			
Flexibility to add or remove coverage as your needs change?	✓		✓	✓
Premium flexibility; including stopping payments for a period of time?	✓	✓	✓	✓
Hands-off investment option that requires no on-going management by you?	✓			
Ability to select and manage the investments that best meet your risk tolerance and goals?			✓	✓
Growth that will never be negative, despite market volatility?	✓			
Maximum growth potential even if it means the risk of negative returns?			✓	✓
Ability to make additional deposits ⁴ to increase the tax-advantaged growth in the plan?	✓		✓	✓
Ability to obtain coverage with only a few health questions and no medical exam? ⁵		✓		
Permanent coverage for a child?	✓		✓	✓

WHICH KIND OF LIFE INSURANCE IS RIGHT FOR YOU?

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 and Equitable Life is not your typical financial services company. We have the knowledge, experience and ability to find solutions that work for you. We're friendly, caring and interested in helping. And we're owned by our participating policyholders, not shareholders. So we can focus on your interests and providing you with personalized service, security and wellbeing.

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



® or ™ denotes a trademark of The Equitable Life Insurance Company of Canada.

The information does not constitute legal, tax, investment or other professional advice. Please consult your tax or legal professional for independent advice with respect to your personal circumstances.

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 offers participating whole life insurance which is 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 current provisions of the Income Tax Act (Canada).

⁵ Equitable Life offers non-participating simple issue whole life insurance with underwriting based on just a few simple health questions.

11/9/2014/03/24

life insurance