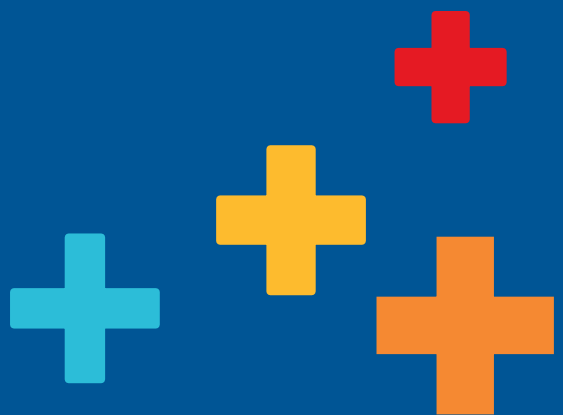


# The Equitable Life Investment Advantage

Discover the added benefits of  
investing with an insurance company.



An investment in  
knowledge always  
pays the best interest.

-Benjamin Franklin



## The Equitable Life Advantage +

When you invest with Equitable Life<sup>®</sup>, you are entitled to features that protect your investment throughout your life, and assist in the efficient transfer of assets when you pass away. Many of these features are unique to insurance investments, and may not be available in a traditional savings account, GIC, or mutual fund. Better yet, these features are available within all of Equitable Life's account options, including non-registered savings, Retirement Savings Plans, Tax-Free Savings Accounts, and Retirement Income Funds.

### These features include:

- Guarantee options to protect your investment
- Bypass probate and associated fees by naming a beneficiary
- No early redemption fees at death
- Quick payment to beneficiaries after you pass away
- Private and confidential beneficiary designations
- Creditor protection may be available in the event of bankruptcy or lawsuit



## Investing with guarantees

When you invest with Equitable Life, you have a variety of options that allow you to protect your investments for yourself and your beneficiaries.

- Segregated Funds: Access a wide range of funds and equity options, plus a maturity and death benefit guarantee up to 100% of your principal investment.\* Depending on the guarantee level you choose, you may also be able to lock-in your growth with resets.
- Guaranteed Interest Account (GIA): Includes investment options with a guaranteed interest rate for a term of your choice, and your principal investment remains fully protected.
- Payout Annuity: A payout annuity is ideal for those who seek guaranteed income for life, or for a set period of time. Payments can be based on a single person or joint lives, and payments can be indexed to help cover the costs of inflation.

Adding a little protection today can go a long way in safeguarding tomorrow.

-Unknown



\*Certain requirements apply depending on the maturity guarantee selected. Any withdrawals will proportionately reduce the maturity guarantee.

A big part of financial freedom is having your heart and mind free from worry about the what-ifs of life.

-Suze Orman



## No fees payable at death

### Bypass probate fees:

Investments held with Equitable Life can be paid directly to your beneficiary, bypassing the estate. This means the death benefit will not be reduced by the fees associated with settling an estate, which could include probate, executor, legal and accounting fees. These fees can cost hundreds or even thousands of dollars, depending on the size of the estate.

### No early redemption fees upon death:

Many types of investments charge surrender fees upon death, reducing the amount that the beneficiary is entitled to. At Equitable Life, all deferred sales charges and market value adjustment fees are waived upon death, helping your beneficiaries receive the most from their inheritance.



## Faster payment to beneficiaries

Equitable Life will pay your beneficiaries the death benefit of your investment within a few days of receiving all the required claim documentation. This can reduce the financial strain your beneficiaries may experience upon your death.

Some investments held outside of an insurance company do not permit a beneficiary to be named. When you pass away, the investment value forms part of the estate of the deceased. As a result, it can take months or even years for your beneficiary to receive their portion of their inheritance.

Someone's sitting in the shade today because someone planted a tree a long time ago.

**-Warren Buffett**



Handle your business  
without people  
knowing your  
business.

-Unknown

## Privacy

Did you know that a probated will becomes a public record after you pass away? Many people feel uncomfortable with this information being available in public records and prefer these details remain private. If you invest with Equitable Life, your beneficiary designation and payment percentages always remain confidential.



## Creditor Protection

Investments held at an insurance company can offer unique protection from creditors, both during life and in death.

While you are living, your investment may be protected from creditors in the event of bankruptcy or lawsuit, provided that your beneficiary is the spouse, child, parent or grandchild of the annuitant\*. When you pass away, the investment is paid directly to your beneficiaries, bypassing the estate, as well as any creditors who may be entitled to a portion of the estate.

The future depends  
on what you do  
today.

- Mahatma Gandhi



\*In Quebec, you may receive protection from creditors if a family member who is an ascendant or descendant of the policyowner is named as the beneficiary.

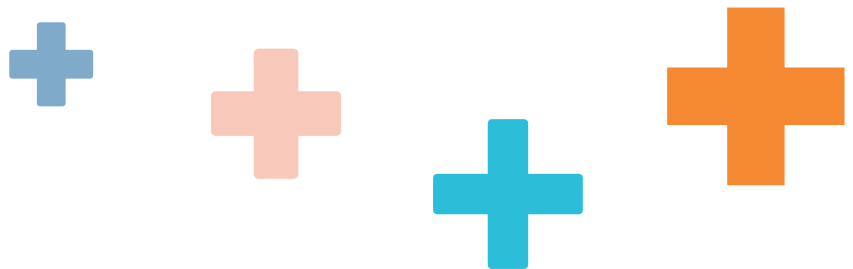
## Case study

Jim and Joan are two individuals, both in retirement, each with \$250,000 of non-registered savings. Jim decides to invest in mutual funds. Joan decides to invest with Equitable Life, and selects segregated funds with a 100% death benefit guarantee.

Jim and Joan both pass away unexpectedly after their funds experienced a 10% decline in market performance.

|                              | Jim's mutual funds | Joan's segregated funds |
|------------------------------|--------------------|-------------------------|
| Amount deposited             | \$250,000          | \$250,000               |
| Market value at death        | \$225,000          | \$225,000               |
| Death benefit top up         | N/A                | \$25,000                |
| Surrender fees (5%)*         | \$12,500           | N/A                     |
| Probate fees*                | \$2,875            | N/A                     |
| Legal fees*                  | \$10,000           | N/A                     |
| Accounting fees*             | \$10,000           | N/A                     |
| <b>Paid to beneficiaries</b> | <b>\$189,625</b>   | <b>\$250,000</b>        |

\*Actual fees will vary. The case study is for illustration purposes only.

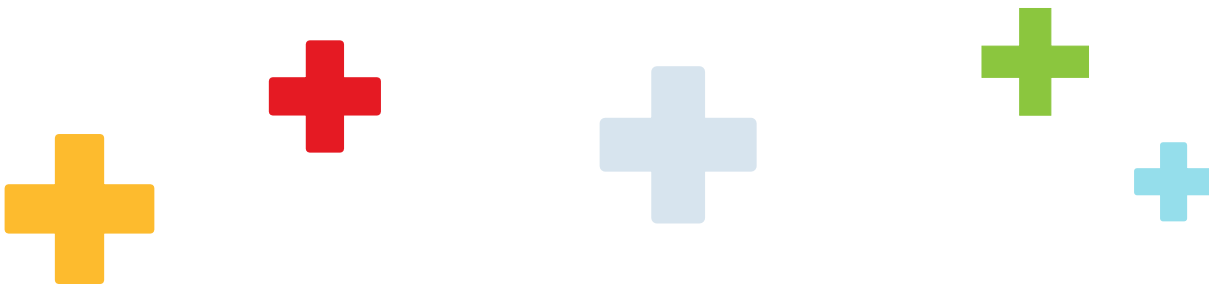




**Jim's investment** was paid to his estate since his investment was not eligible to have a beneficiary designation. His estate incurred a number of fees, and took nearly a year to settle. In addition, Jim's will became a public document, accessible for anyone to see.

**Joan's investment** had her two daughters listed as beneficiaries. The death benefit payment was privately made to her beneficiaries within a couple of weeks of her passing away. Her beneficiaries received more than the market value because of the death benefit guarantee, and avoided the costs and delays of the payout going through the estate.

Joan's death benefit was over **\$60,000** more than Jim's because she invested in segregated funds.



Your financial advisor can explain the benefits of incorporating an Equitable Life investment product into your estate plan.

For illustration purposes only.

Investors are encouraged to consider fund costs, and understand how Management Expense Ratios (MERs) impact fund performance in both segregated funds and mutual funds. Ask your financial advisor for more information.

## Works for me.®

Canadians have turned to Equitable Life since 1920 to protect what matters most. We work with your independent financial advisor to offer individual insurance and savings and retirement solutions that provide good value and meet your needs – now and in the future.

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, allowing us to focus on your needs and providing you with personalized service, financial protection and peace of mind.



 The Equitable Life Insurance Company of Canada  1.800.722.6615  [www.equitable.ca](http://www.equitable.ca)