

Personalized Brochure

One step closer to owning your first home

Equitable is pleased to offer you professionally designed personalized ads to advertise the benefits of an Equitable First Home Savings Account.

What's the process for running an Ad?


1. Email the following information to equitablemarketing@equitable.ca:

- Name
- Address
- Phone Number
- Email
- Web Address (if applicable)

Please ensure that you send complete and accurate information. Your ad cannot be produced without it.

2. Rushes cannot be accommodated so please plan ahead.

8.5" X 11"



Equitable
First Home Savings Account

One step closer to owning your first home

With rapidly rising house prices and higher mortgage rates, the dream of owning a first home may feel like it is out of reach for many Canadians. Fortunately, the new First Home Savings Account (FHSA), from Equitable® could make saving for a first home easier.

The FHSA is a registered plan that gives first-time homebuyers the opportunity to invest up to \$40,000 for the purchase of a first home on a tax-free basis. Like a Registered Retirement Savings Plan (RRSP), contributions are tax-deductible, and withdrawals to purchase a first home—including from investment income—are non-taxable, like a Tax-Free Savings Account (TFSA).

How does the FHSA compare to the RRSP Home Buyer's Plan (HBP) and TFSA?

	RRSP HBP	FHSA	TFSA
Purpose	Mainly to meet retirement needs.	Helps first-time homebuyers save toward their home purchase.	Meets savings needs throughout your life and retirement.
Contributions are tax deductible	✓	✓	✗
Withdrawals for home purchase are non-taxable	✓	✓	✓
For first-time homebuyers only	✓	✓	✗
Annual contribution amount limit	15% of earned income (subject to the annual contribution limit)	\$8,000 per year*	\$7,000 per year†
Maximum withdrawal amount	\$85,000	No maximum	No maximum

Key Features:

- The FHSA is for Canadian residents 18 to 71 who do not currently own a home or have not owned a home in which they lived at any time in the last four calendar years.
- Annual contribution limit of \$8,000.
- Lifetime contribution of \$40,000.
- Unused contribution room can be carried forward from past years up to a maximum of \$7,000.
- Income earned is not taxable.
- Unused FHSA proceeds can be transferred to a RRSP or Registered Retirement Income Fund (RRIF) on a tax-free basis.

Talk to your advisor about the First Home Savings Account and how it can help you save for your first home. For more information, contact:

Advisor name | Address | Phone# | Email | Website

Independent advisor who sells Equitable and other insurance companies' products.
*Annual limit is set by Canada Revenue Agency guidelines.
 †and TFSA limits set by The Equitable Life Insurance Company of Canada.

The Equitable Life Insurance Company of Canada | 1 800 722 6615 equitable.ca