



Insurance | Investments | Group Benefits

Why do business with Equitable?

At Equitable, we're not your typical financial services company. We do things a little differently and a lot more personally.



Whether you have five employees or 500, we understand that your organization is unique. We offer a comprehensive range of group benefit options, and we work with you to find the solutions to best meet your ever-changing needs.



Proudly Canadian

Our head office is located in Waterloo, Ontario, where our journey began in a single-room office over a century ago. We have regional service teams located across Canada to provide you with personalized service and support. We're committed to our Canadian clients and to keeping our work at home – in Canada.



Service is our business

We'll make sure you get more than just great service; we'll even pair you with a designated service team. Our people are knowledgeable, resourceful and motivated to find solutions that fit your needs. They can solve problems and answer your questions quickly – usually in just one contact.



A focus on you

As one of Canada's largest mutual life insurance companies, we provide financial security differently by focusing on our clients. We're owned by our participating policyholders, not shareholders. We help protect what matters today while preparing tomorrow. We have the knowledge, the experience, and the financial strength to ensure we meet our commitments to you now and in the future.

Stability you can count on

Since 1920, Canadians have been turning to Equitable to protect what matters most. We have more than 1400 employees across the country and \$12.7 billion of assets under administration. As a testament to our financial strength and stability, Equitable's Capital Adequacy Test (LICAT) ratio is 159% – one of the highest in the country. We take a conservative approach to risk and we focus on long-term stability and growth. So you know you're taken care of, now and in the future.