



MAKE IT A FAMILY PLAN

with term life Insurance

Consumers are always looking for the ultimate bundle. One that is flexible enough to fit the needs of everyone in the family at a price they can afford. When it comes to term life insurance, Equitable Life offers the choice and flexibility you need to create the perfect bundle for your clients. Combine multiple term plans on multiple people covering multiple needs...all in one package. And only one policy fee!

THE SITUATION:	THE NEED:
<ul style="list-style-type: none"> • Paul (42), Optometrist • Ann (39), stay-at-home mom • 3 children (ages 8, 5, and 3) • Household income of \$140,000 • \$250,000 mortgage for 20 years 	<p>Insurance to:</p> <ul style="list-style-type: none"> • Pay off or have funds available to cover mortgage payments • Replace Paul's income so his family can cover daily expenses • Protect the entire family

THE FAMILY SOLUTION:

By creating a solution that combines insurance for Paul, Ann and their children, the family has a tailor-made plan. One that is flexible enough to meet their needs today and into the future.

Need	Coverage	Initial monthly premium ¹
Mortgage and income protection while the children are young	\$500,000 term 20 for Paul	\$ 57.73
Longer-term income protection and final expenses	\$500,000 term 30/65 for Paul	\$116.85
Mortgage protection and child care costs	\$350,000 term 20 for Ann	\$ 24.62
Coverage for each child today and protection of their future insurability	\$20,000 children's protection rider	\$ 9.00
Policy fee (only one policy fee applies regardless of the number of coverages)		\$ 4.50
Total initial monthly premium		\$ 212.70

¹ Assumes standard non-smoker rates. The premium for term 20 will increase after 20 years when the coverage renews. Rates effective January 7, 2019.

FUTURE FLEXIBILITY:

- All term plans can be switched to permanent coverage, with no evidence required.²
- Between the ages of 21 and 25, their children will have the option to buy their own term or permanent life insurance policies for up to \$100,000, with no evidence required.

Create a customized plan for your clients with the [Product Comparison Report](#). It can help you determine the most cost-effective term coverage for each of your clients' needs. Available in the Equitable Sales Illustrations® software.

ADVISOR USE ONLY

² Conversion must occur prior to the age specified in the contract. See contract for details. ® denotes a trademark of The Equitable Life Insurance Company of Canada. This information does not constitute legal, tax, investment or other professional advice.

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