

5 REASONS TO PURCHASE A JUVENILE WHOLE LIFE INSURANCE POLICY FOR YOUR CHILDREN AND GRANDCHILDREN

Many parents & grandparents want to help their younger generation start off on a solid financial footing. With so many savings options to choose from, it can be difficult to determine what's right for your family. Learn 5 reasons why a Whole Life insurance policy may be best for your loved one's future financial security.

INSURABILITY.

Children never have to worry about medically qualifying for insurance in the future. A juvenile Whole Life insurance policy guarantees locked-in permanent insurance for children, in case of future health concerns. For a small additional premium, the ability to purchase more coverage as an adult, at guaranteed healthy rates, can be added to most policies.

FLEXIBILITY.

The investment is accessible at any age, and useful at every life stage. Parents and grandparents own and control the juvenile Whole Life insurance policy, and decide when/if to transfer to the child, without tax consequences at time of transfer.

ADDITIONAL EDUCATION SAVINGS.

RESPs are a great start, but will they be enough? A juvenile Whole Life insurance policy can help fund gaps in the cost of post-secondary education and offers additional tax-efficient savings (TFSA's are not available to children until age 18).

SECURITY.

Juvenile Whole Life insurance is a unique asset class. It provides permanent life insurance protection with guaranteed cash value growth, the opportunity to earn policyowner dividends, and a growing life insurance benefit. Unlike assets that may be exposed to market volatility, once credited to the policy, values are fully vested and protected from down-side market risk. These values will never decrease.

MULTI-GENERATIONAL.

For those wanting to leave a legacy long after they are gone, a policy purchased on the life of a child or grandchild can also benefit great grandchildren.

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