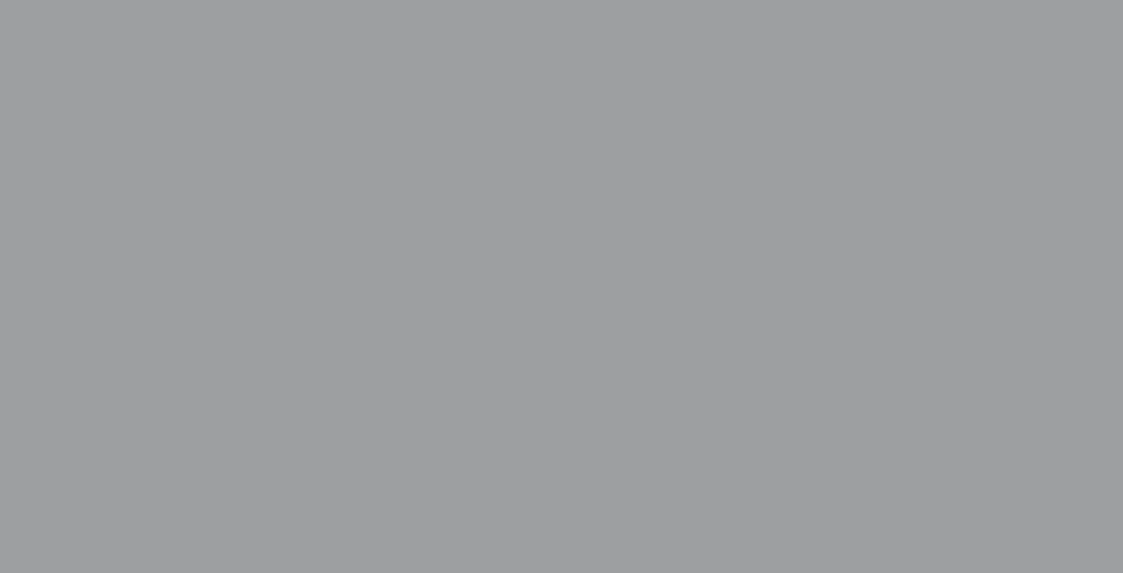




Be well-advised.

> A Lifetime of Financial Security
and Peace of Mind

Insurance solutions to meet
your personal and business needs



Introducing Assante Estate and Insurance Services Inc.

At Assante, our goal is to simplify and enhance the lives of our clients. That's why you deal with one professional for all of your financial needs.

Why should you have to deal with a financial planner, and a broker, and a banker, and an insurance agent? We believe you'll save time dealing with one professional. And get more valuable advice from a person who understands your unique needs and goals, and who sees the big picture.

That's why we recommend one professional to manage all of your wealth management needs. Your trusted Assante advisor. A financial professional who develops an integrated wealth management program.

Your Assante advisor puts together a personalized, comprehensive strategy where all components work together, including financial planning, portfolio management, cash management solutions, tax planning, and estate and insurance services.

Place your confidence in your Assante advisor

When you deal with an Assante advisor, you get much more than a professional who takes care of all your wealth management needs. You get the strength of an entire team of financial experts.

Take the case of insurance. After meeting with you and assessing your needs, your Assante advisor consults with the appropriate experts from Assante Estate and Insurance Services. This could include specialists in tax and estate planning, insurance, business needs and legal issues.

In addition, your Assante advisor provides insurance solutions from Canada's leading financial services companies. And your advisor often consults with specialists from these providers to further customize your solutions.

Whatever your situation requires, your Assante advisor has all the resources available to develop an exceptional insurance and estate planning program.

So when you deal with an Assante advisor for your insurance needs, you can feel confident you're receiving the best service and solutions available.



A lifetime of insurance solutions

At Assante Estate and Insurance Services, we provide a lifetime of insurance solutions. Here are some of the ways you can use our solutions to protect and enhance your personal life:

- > Insure your home mortgage
- > Protect the income that provides for your family
- > Create an estate
- > Protect your quality of life in the case of an accident, sickness, disability or critical illness
- > Tax shelter the growth of investments
- > Supplement retirement income
- > Ensure you can afford quality long-term care for you and your loved ones
- > Protect the value of your estate from taxes
- > Leave a legacy to a charity

And here are some ways you can use our solutions to protect your business and contribute to its success:

- > Protect your business against the loss of an owner or a key person
- > Plan your business succession using an insured buy-sell agreement
- > Meet the tax and estate planning needs of transferring business ownership to a family member
- > Protect your business if an owner or key person suffers an accident, sickness, disability or critical illness
- > Provide your employees with a group life or health plan
- > Shelter a portion of corporate profits from taxation
- > Attract and retain key people by providing supplemental retirement income
- > Create your own plan for supplemental retirement income

Protection and wealth accumulation

You're going to see that insurance comes in many forms and applies to a multitude of personal and business situations. But it doesn't have to be overwhelming. Everything will be so much easier when you understand that virtually all insurance solutions are either based on protecting yourself against risks or accumulating wealth.

Protection

Insurance is based on a wonderfully simple concept. First, everyone who faces the same risk or potential loss contributes a relatively small amount of money. This contribution is, of course, the "premium." And the risk or loss could be anything from disability to old age to loss of life.

Then, when someone actually experiences a loss, a sizeable lump sum is available for that person or the family to cope with the situation. And the lump sum is the "insurance benefit."

That's protection. Identify each risk and protect yourself in a cost-effective way.

And remember, your premiums purchase something invaluable. Peace of mind.

Wealth accumulation

There was a time when you would never see "insurance" and "wealth accumulation" in the same sentence. But today, certain types of life insurance are widely used for wealth accumulation in retirement planning and tax and estate planning.

It's all because life insurance products have certain tax advantages over other investment vehicles. For example, certain types of permanent life insurance include a savings or investment component. The first tax advantage is that growth in the savings or investment component is tax-sheltered. And the second advantage is that those same funds – plus the death benefit from the life insurance component – can be paid out to a beneficiary tax-free.

Tax-sheltered growth. Tax-free payout. A couple of advantages that lead to many helpful strategies in both your personal and business life.

Insurance solutions at a glance

Using the insurance products below, your Assante advisor helps build personalized insurance solutions for you, your loved ones and your business.

Life

> TERM LIFE INSURANCE

Life insurance coverage for a specified term, such as 10-year coverage.

> PERMANENT LIFE INSURANCE

An umbrella term for several life insurance products with coverage that can remain in effect lifelong.

Common products include:

- Whole life insurance, which provides lifelong coverage and includes a tax-deferred savings component managed by the insurance company
 - Universal life insurance, which provides lifelong coverage and includes a tax-deferred investment component you can control
 - Term to 100 insurance, which provides coverage to age 100 and typically does not include a savings component
-

Group plans

> GROUP LIFE AND HEALTH PLANS

Benefits for employees commonly including life, disability, dental and extended health coverage.

Health

> DISABILITY INSURANCE

Can replace most of your income if an illness or injury prevents you from working.

> LONG-TERM CARE INSURANCE

Covers the costs of a nursing home or home health care if you can no longer care for yourself.

> CRITICAL ILLNESS INSURANCE

Provides a lump sum payment if you're diagnosed with a medical condition such as cancer, heart attack or stroke.

Investments

> LIFE ANNUITIES

A contract you purchase for a lump sum in return for guaranteed lifelong payments.

> SEGREGATED FUNDS

Investment funds offered by life insurance companies that provide certain guarantees on your principal.

Insurance services: Taking care of yourself and your family

When you first think about insurance to protect your family, you probably think of life insurance. But you'll also see that various types of health insurance can be equally important. And you may be surprised to learn that insurance solutions can play a significant role in your retirement planning.

Protecting your family

The risk: Your family is left to cope without you

No one wants to think about it, but you must consider what life would be like for your family if you passed away prematurely. Around the time of loss, you wouldn't want to burden your grieving loved ones with financial worries. And afterward, you would want your loved ones to maintain their standard of living.

A solution:

Term life insurance, permanent life insurance

You understand what it means to take care of your loved ones. And that involves life insurance to protect your family's financial security against the risk of you passing away unexpectedly.

Immediately, the insurance benefit would cover all the funeral costs, tax liabilities and final expenses. But what you're really insuring is your future income – the money that provides for your family's ongoing needs.

Your Assante advisor will help you decide which kind of life insurance is best for your specific situation. You may even purchase a combination. For example, term insurance to cover your mortgage in the event you passed away before it was paid off, and permanent insurance to protect your family lifelong.

Protecting your quality of life against health risks

The risk: Debilitating illness or injury

Imagine if a prolonged injury or illness prevented you from working. How would you cope financially?

The risk is very real. Statistics show that a 35-year-old, during his or her working years, has a 50% chance of suffering a disability that lasts for more than three months. And the average duration is almost three years.*

Just so you know, some of the more common disability claims involve musculoskeletal conditions such as back problems, psychological illnesses, stroke, heart disease and accidents resulting in serious injuries.

A solution: Disability insurance

You can protect yourself and your family against the risk of illness or injury with long-term disability insurance. Regular payments can replace most of your income and support you and your family. If you're self-employed, this coverage is practically a necessity. And if you have disability insurance as an employee benefit, your Assante advisor can assess whether the coverage is sufficient to meet your needs.

* Commissioner's IDA Morbidity and Commissioner's SO Mortality Tables, Society of Actuaries.



NICK & JULIA'S INSURANCE PROGRAM

The risk: Severe medical condition

Almost everyone knows of a friend, relative or acquaintance who has suffered a critical illness such as cancer, heart attack or stroke. But we like to believe it will never happen to us.

Unfortunately, the statistics speak otherwise. One out of four Canadians will develop heart disease, and one out of three people will develop some type of cancer. And critical illnesses don't just strike at older ages. Half of all heart attacks happen to people during their working years.*

A solution: Critical illness insurance

If you suffer a critical illness, you could also suffer financially. But there is a solution – critical illness insurance. This coverage pays you a lump sum that you can use as you wish.

Critical illness insurance complements your disability insurance. With disability insurance, a monthly payment replaces most of your income if an illness or injury prevents you from working. But critical illness coverage provides more than income replacement. You can use the lump sum to pay for specialized treatment or home nursing care. To enable your spouse to take a leave without pay and be with you. To pay off the mortgage. Or even to invest and protect your future. It's up to you.

Also keep in mind that disability and critical illness coverage can protect you against different risks. For example, a debilitating back condition would only be covered by disability insurance, and diagnosis of cancer that didn't prevent you from working would only be covered by critical illness insurance.

* Heart and Stroke Foundation of Canada, National Cancer Institute of Canada.



- > Nick has term life insurance to cover the mortgage and protect the family's financial security until their daughter, Sarah, completes her post-secondary education.
- > Nick and Julia are thinking about converting the term life coverage to permanent life insurance in the future.
- > A self-employed architect, Nick purchases his own disability insurance.
- > Julia has life and disability insurance through her employer.
- > Both Nick and Julia have critical illness insurance.



Protecting your quality of life against health risks

The Risk: Failing health and loss of independence

It's a fact of life that many of us require extra help in our later years. And you may be wondering what would happen if you ever developed health problems that required special care.

Or if you're younger, you may be thinking about your parents, and how they'll be taken care of in the future if their health starts to fail.

When we're well enough to continue living at home, but need help with daily living, it would be reassuring to know that home care can be provided. And if we ever need to be in a long-term care facility, wouldn't anyone hope for a quality nursing home that provides comfort and privacy?

A Solution: Long-term care insurance


Home care and private nursing homes are extremely expensive. In today's dollars you can easily spend upwards of \$3,000 a month for a private nursing home and even more for home care. However, these costs can be covered if you purchase long-term care insurance.

With the help of your Assante advisor, you can determine the ideal time to purchase long-term care coverage for you, your spouse and your parents. Some people choose to purchase coverage well before retirement, and others as retirement begins. Premiums are more economical at earlier ages.

JEROME & MAYA'S INSURANCE PROGRAM



- > Jerome is applying the cash value of his permanent life insurance policy toward supplementing the couple's retirement income.
- > Most of their non-registered portfolio consists of segregated funds, which suits their preference for lower-risk investments.
- > Maya has a life annuity, providing monthly payments for the duration of her retirement.
- > Jerome's mother lives in a lifecare centre covered by long-term care insurance purchased by Jerome and Maya.
- > Both Jerome and Maya are covered by long-term care insurance.



Planning for an enjoyable retirement

The financial need: Lower-risk investments

You want to invest for your retirement, but you are cautious by nature. You want to choose investment funds, but you wish they came with a guarantee.

A solution: Segregated funds

If you want to choose investment funds but you're concerned about risk and market volatility, you may want to consider segregated funds. They're like mutual funds, but with a safety net. Segregated funds, offered through life insurance companies, guarantee a percentage of your deposits that have been in the fund for a fixed period, typically 10 years. Some funds offer a 75% guarantee, others 100%.

And virtually all segregated funds guarantee that a minimum of 100% of your deposits will go to the beneficiary of your segregated funds upon your death.

In addition, segregated funds offer potential creditor protection. This protection can benefit anyone, but is especially attractive to business owners or professionals.

Also, segregated funds make estate planning easier. Upon your death, proceeds go directly to your beneficiary – not to your estate. This avoids the delays and expense of probate.

The financial need: Retirement income to supplement your registered savings

You need to supplement the money that you'll draw from your RRSP or RRIF to enjoy retirement to its fullest.

A solution: Permanent life insurance

Universal life insurance includes an investment component, and certain other types of permanent life insurance include a cash value, which is a savings component that builds over time. You can access these investment and savings components in several ways to help support your retirement. For example, you can make withdrawals, or take out policy loans, or use the value in your policy as collateral for a consumer loan.

The financial need: Lifelong retirement income stream

You want an income source to supplement your retirement income. But you don't want any risk involved.

A solution: Life annuities

You simply use a lump sum from your savings to purchase a life annuity, which provides a guaranteed lifelong stream of equal payments. The annuity may provide more after-tax income than you would receive from investing in traditional non-registered investments.

You can also ask your Assante advisor about an "insured annuity," which gives you all the benefits of an annuity, while giving your heirs a tax-free inheritance equal to the value of your annuity.

Estate planning services: Building and protecting your personal legacy

Life insurance has many applications in estate planning because much of estate planning centres around minimizing tax, and life insurance has many tax advantages. Universal life insurance and some other types of permanent life insurance have savings elements offering tax-deferred growth. And the insurance proceeds are paid out to beneficiaries tax-free.

Building and preserving the value of your estate

The financial need: Create an estate

You want to help create an estate for your loved ones to inherit.

A solution: Permanent life insurance

If you choose permanent life insurance, your coverage lasts lifelong. Which means the insurance benefit can become a legacy for heirs.

Also, life insurance can be used to equalize an estate among heirs. Let's say you have two children and only one will be taking over your business. Or one child will receive the family cottage, and another child lives out of province. So you purchase a permanent life insurance policy with a payout that will match the value of the business interest, cottage, or whatever the asset happens to be in your case. One child receives the asset in your estate, and the other receives the tax-free proceeds from the insurance policy.

The financial need: Preserve your estate

You want to make sure that the estate your loved ones inherit represents all that you've worked for – and is not eroded by taxes.

A solution: Permanent life insurance

Do you know that almost half of your RRIF assets can end up going to the Canada Revenue Agency in taxes? And that capital gains tax must be paid on non-registered investments and assets such as a cottage?

Your children could receive a tax bill that's literally hundreds of thousands of dollars. Some children have sold the family cottage to pay the tax on the estate.

There's an easy solution. Purchase a permanent life insurance policy in the amount of the tax liability and make your children the beneficiaries. They receive the insurance amount tax-free, and use it to pay the tax bill. Now your children receive the full value of your estate.



Maximizing your estate

The financial need: Maximize your legacy for heirs

You've got a fairly clear idea of which assets will end up forming part of your estate. And you want to make sure your heirs receive the maximum possible amount.

A solution: Universal life insurance

Your non-registered investments going to your estate will be subject to capital gains tax. But there's a way you can shelter a portion of those assets from tax. You simply make a series of large deposits into a universal life insurance policy.

Part of your deposits purchases life insurance, and part goes into the investment component where your investments grow tax-free. Ultimately, your heirs receive all of the insurance proceeds from your policy tax-free.

Leaving a legacy to a charity

The financial need: Leave a legacy to charity

You want to leave a legacy to a favourite charity, using a method that offers tax advantages.

A solution: Permanent life insurance, life annuities

You can purchase a life insurance policy naming the charity as beneficiary, so the charity receives the insurance proceeds tax-free. And you can receive charitable donation receipts that reduce your tax annually, or have the donation provide tax relief to your estate.

Or you can use a charitable annuity, which gives the charity a substantial gift while you receive a guaranteed income stream. This income may be tax free and you may also receive a charitable tax receipt for the gift.

RAYMOND'S INSURANCE PROGRAM FOR ESTATE PLANNING



- > Raymond's permanent life insurance policy always gave him the peace of mind that his family was protected. Now he's planning his estate and knows that his daughter, Kim, will inherit the family cottage. To equalize his estate, he now makes his son, Paul, the beneficiary of his permanent life insurance policy.
- > Raymond is concerned that almost half the value of his RRIF will go to taxes when he passes away. He has a universal life insurance policy that will provide his children with a tax-free benefit, which they'll use to offset the tax liability payable on his RRIF.
- > For quite some time, Raymond has made annual donations to a favourite charity. He has now decided to leave the charity a legacy. He is using a new permanent life insurance policy to fund the planned gift, so the charity will receive proceeds tax-free while Raymond benefits from charitable donation receipts.

Insurance for your business: Providing security and contributing to your success

If you're a business owner, you may feel overwhelmed trying to manage your insurance program while you're dealing with day-to-day operations. That's where your Assante advisor steps in and helps to simplify and enhance your life. Your Assante advisor will get to know your business, access the appropriate experts, and develop a customized insurance program.

Protecting the ongoing success of your business

The risk: A co-owner or key person passes away

As a business owner, you really need to ask yourself what would happen to the business if a co-owner or a key person passed away prematurely.

A solution:

Term life insurance, permanent life insurance

If you are a co-owner, life insurance is used to keep the business in the hands of the surviving owner if one co-owner passes away. The strategy, an insured buy-sell agreement, involves purchasing life insurance on the life of each co-owner with the death benefit going to the surviving owner. That benefit is used to buy out the deceased owner's business interest.

If you are a co-owner or the sole owner, you can also purchase life insurance on the life of a key person. Generally, a key person is someone whose absence could seriously jeopardize profitability. This could be someone who brings in a sizeable percentage of your sales, manages major projects, or has close ties with large clients – it all depends on the nature of your business. The insurance benefit can be used to replace lost revenue and to recruit a talented replacement.

The risk: A co-owner or key person cannot work due to a health issue

Business owners know that the most valuable assets of any company are the people. So you need to protect the business if a serious health issue prevents a co-owner or key person from working.

A solution:

Disability insurance, critical illness insurance

With disability insurance, your company can receive an insurance benefit when any insured individuals suffer injury or sickness that prevents them from working for a specified period. The benefit will help compensate the business for lost production and revenue, and help to pay for a temporary or long-term replacement.

The benefit from critical illness insurance can also be used to cover revenue decreases and to hire a talented replacement. But where disability insurance covers injuries and sickness, the critical illness benefit is paid upon diagnosis of a severe medical condition. For example, cancer, heart attack or stroke.

With both disability and critical illness insurance, you can help ensure that your business will continue successfully when health issues sideline your most important assets.



LORI & MELANIE'S INSURANCE PROGRAM FOR L&M CATERING SERVICES



The risk: Sole owner passes away or cannot work due to a health issue

In the case of sole ownership, the owner is the business. An insurance program becomes especially important, as the future of your business depends completely on your life and your good health.

A solution: Term life insurance, permanent life insurance, disability insurance, critical illness insurance

If you suffer a disability or critical illness that prevents you from working, the insurance benefit can protect you in many ways. For example, you can use the benefit to hire a replacement who keeps the business running while you plan the future of your business.

In the event of a sole owner passing away, the insurance benefit can prove highly useful to the family. First, insurance proceeds can fund the requirements involved in terminating the business. Or, proceeds can be used to keep the business going if the family plans to sell the company. In addition, the insurance amount can cover the tax liability on the estate.

- > Through an insured buy-sell agreement, Lori is the owner and beneficiary of a life insurance policy on Melanie's life. And Melanie is the owner and beneficiary of a life insurance policy on Lori's life. If one co-owner passes away, then the other will have the funds to buy out the deceased co-owner's business interest.
- > L&M Catering Services owns disability and critical illness insurance policies on both Lori and Melanie. If one co-owner suffers a disability or critical illness, the insurance benefit will be used to help the company carry on.
- > Lori and Melanie employ five staff, and provide a group life and health plan.
- > One staff member, Heather, is responsible for almost half of the sales. The company owns life, disability and critical illness insurance on Heather, so the business would have the resources to continue successfully without her.

Attracting and retaining staff

The financial need: Attract and retain quality staff

To ensure corporate success, you need to make sure you can attract and retain the best talent available.

A solution: Group life and health plans

Even if you only have a small number of employees, you need to provide an employee benefit program to remain competitive.

Your Assante advisor can provide a group life and health plan that suits your budget and meets the specific needs of your staff. Most plans typically include life, disability, dental and extended health insurance.

In addition, you may want to offer more advanced life insurance solutions to key executives. In some cases, the company funds these solutions entirely. In other cases, the company and executive share the ownership, with both parties contributing to the policy.

Advanced life insurance solutions can meet a variety of needs, including life coverage and retirement and estate planning.

ANDREW'S ESTATE AND INSURANCE PROGRAM FOR MOONBEAM PRINTING



- > Andrew is the sole owner of his printing operation. He has owned life and disability insurance for as long as he has run the business, and he has owned critical illness insurance for the past few years. All to protect his family's financial security in case he couldn't run his printing business.
- > Andrew also owns a universal life insurance policy specially designed to meet two objectives – to tax-shelter corporate surplus that had been trapped inside the company, and to provide a tax-free legacy for his children.
- > To supplement his retirement income, Andrew is using a special pension plan where he uses corporate dollars to invest in segregated funds.



Planning for retirement

The financial need: Supplement retirement income for owners and key people

Retirement planning is different for affluent business owners and key people. You need a program beyond RRSPs that will enable you to maintain your current lifestyle in retirement.

A solution:

Segregated funds, permanent life insurance

As an owner, you need a supplemental retirement program that provides tax advantages for the business and a sizeable retirement income for you. And you may want to offer retirement programs for key executives.

Fortunately, there are several programs available, so you can be sure there will be a solution that suits your business. Many of the widely used programs involve products from life insurance companies, the most common of which are segregated funds and permanent life insurance.

Your Assante advisor will learn about your business, talk to you about your retirement goals, then recommend and explain the best program for your needs.

Planning your estate

The financial need: Manage your surplus capital and provide a legacy for heirs

You need to find a way to manage the surplus capital trapped in your corporation, and you want to provide a legacy for your heirs.

A solution: Universal life insurance

If you remove surplus capital as salary or dividends, it attracts high personal taxation. And if you leave it in the company, it's taxed at the highest corporate rate.

But there is a way to put these funds to good use without worrying about taxation. Your Assante advisor will show you how you can convert surplus capital into tax-free funds for heirs.

The strategy involves transferring the funds into a universal life insurance policy, where much of the assets can grow in the investment component tax-free. Upon your death, the value of the insurance policy payout ends up going to your heirs tax-free.



Talk to your Assante advisor

Assante offers an integrated approach to wealth management. So you benefit from a personalized, comprehensive strategy where all components work together.

And it's all brought to you by your Assante advisor.

You may want to call your Assante advisor to arrange for an assessment of your unique insurance needs. Your advisor will meet with you at your convenience, and get to know your personal situation and financial goals. Then your advisor will review any existing coverage you may have.

Your Assante advisor develops your customized insurance program within the context of your personal wealth management strategy. It's all part of the integrated approach to wealth management that makes Assante unique.

When it comes to implementing your program, you'll be pleased to know that your Assante advisor consults with a team of financial experts from Assante Estate and Insurance Services. And chooses insurance products from a number of leading financial services providers.

Over the years your Assante advisor will help to manage your insurance and wealth management program, developing new solutions as your needs and objectives evolve through all of life's changes.

So talk to your Assante advisor. You'll soon find out how you can achieve lifelong financial security and peace of mind.

