How to build a solid financial plan that can withstand stormy economic seas

THE MANUFACTURERS LIFE INSURANCE COMPANY
Navigating your way through rough waters is tough when you can’t see what lies ahead.

**When the economic outlook is cloudy, you need to stay the course with stable investment options found in many life insurance plans**

With all life insurance plans, including term insurance, you pay premiums to the insurance company. When you die, the insurance company pays a death benefit (lump sum of money) to your beneficiaries. This money is received tax-free. However, with permanent life insurance plans there’s an added benefit.

**Permanent life insurance can provide financial security for your family plus tax-advantaged investing opportunities for you**

With permanent life insurance plans, part of the premium you pay helps accumulate savings on a tax-deferred basis. The best part is you can usually access this cash at any time, for any reason.*

For example, the money can be used to help pay for your child’s education, to help cover your household expenses if you lose your job, or to supplement your retirement income.* There may be tax implications if you withdraw money from your policy and it could reduce your insurance coverage.

**Choose a permanent life insurance plan that offers guarantees**

All permanent life insurance plans provide financial protection that remains in force throughout your lifetime, as long you pay your premiums as stated in the policy. However, some plans offer more guarantees than others.

Manulife offers the most comprehensive range of life insurance products that provide permanent protection and, depending on the plan you choose, offer you a wide variety of guarantees, including guaranteed cash value.

*There may be tax implications if you withdraw money from your policy and it could reduce your insurance coverage.
Set the right course and build your financial plan on a solid foundation

As the pyramid illustrates, a solid foundation includes debt reduction, insurance needs, a properly drawn will and an emergency fund. It’s important to address these basic needs first before moving up the pyramid to accumulate more wealth.

When addressing your insurance needs, you may want to consider a plan that offers guarantees and attractive long-term values to help you reach your financial goals.

How do you know which insurance plan is right for you?

There’s a lot to consider when buying insurance. What type of coverage is right for you? How much is enough? InsureRight can help you answer these questions.

Using the InsureRight Checklist, begin with the step that’s right for you. And when you’re ready, visit InsureRight.ca for more tools that will help you take a closer look at your insurance needs.

With InsureRight, your advisor can help you assess your needs and create a solid plan that provides lifelong financial protection with the added benefit of tax-deferred savings.

The InsureRight checklist

☐ The right advisor
  Your advisor plays a key role in providing the information you need to make an informed decision. Find an advisor you feel comfortable with. Someone you trust.

☐ The right type
  There are many life insurance plans to choose from as well as various types of living benefits insurance, such as critical illness, disability and long term care protection. Using the InsureRight Calculator, your advisor can help you identify the types of coverage you may need.

☐ The right amount
  Determining the right amount of insurance is an important step. InsureRight can help you estimate how much insurance you may need. Plus, talk to your advisor to discuss your financial situation and your goals for the future.

☐ The right price
  The price you pay for your insurance must fit comfortably within your budget. InsureRight allows you to easily adjust your amount of insurance to find a cost that works best for you.

☐ The right insurer
  Make sure you choose a well-established, financially secure company. If there’s a claim, you want to be certain your insurer will be there to honour the contract.
For more information about life insurance products offered by Manulife, please contact your advisor