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FINANCIAL SERVICES LTD.

Life17 | Welcome to the new life insurance landscape

Submitted by Emily on May 27, 2016 - 8:32am

The advertisement banner features the Life17 logo on the left and the Canada Life logo on the right. Below the logos, a red diagonal banner contains the text "Helping you make a smooth transition". To the right of this banner is a photograph of a smiling woman with dark hair.

Life17



**Helping you make
a smooth transition**



Take a peek at your updated 2017 product shelf

Starting Jan. 1, 2017, new rules will govern the taxation of life insurance policies. Our steady approach over the years means you've already got a solid product shelf with proven winners.

Competitive, compliant and ready to sell

We're working to update your life insurance products so they're ready to sell on Jan. 1, 2017. Universal life insurance is being slimmed down and simplified. Meanwhile, participating life insurance is structured the same, with early- and later-value options.

Sales, simplified

We've simplified universal life insurance and your sales tools. You will have one illustration system for all life insurance products, plus streamlined products that are easier to explain and compare. We're using systems and processes you already know.

Act now before income tax rules change

The average policyowner may experience little impact from the new rules. Other policyowners can benefit from acting now before the rules change. You can use these resources to help clients make the right decisions before the end of 2016.



A practical view of the exempt test changes is a high-level overview of the new rules and how they impact life insurance policies.



Life insurance opportunities in 2016: Decisions to make in 2016 before tax changes in 2017 highlights time-sensitive policy change opportunities to act on now.



This extensive *policy change guide* delves deeply into each policy change for 2016 and 2017, including transition rules.

For a policy change with underwriting: latest date for head office to receive a quote request is August 1, 2016

Life17 will give you the information and support you need to maximize opportunities in 2016 and hit the ground running in 2017. Look for updates on RepNet, as well as through future emails and presentations. For more information, contact your MGA, branch office or Canada Life regional marketing centre nearest you.

Text Only Version - see attachment

Attachment	Size	Type
160527_Life17_Text.docx	14.3 KB	application/vnd.openxmlformats-officedocument.wordprocessingml.document

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