

New Canada Life My Term insurance product arrives on April 5

Submitted by Victoria on March 31, 2021 - 9:11am



Introducing Canada Life My Term

Canada Life My Term? has most of what you love about our old term product but, unlike traditional term insurance, it can be better tailored to meet your clients? specific insurance needs and budget.

You can now help clients select the coverage option that works best for them, between five and 50 years. And at the end of their initial term, if they need coverage for longer, our new yearly renewable term structure significantly lowers initial renewal cost increases.

With this product, you can give your clients choice. They?ll pay for the specific coverage they need, for as long as they need it. We?re putting clients first by making our term life insurance more customizable than ever before.

Updated illustration software (v4.5) coming on April 5

Watch for helpful resources available April 5

Canada Life My Term and new term business owner videos

Canada Life My Term marketing materials?and more!

If you have questions or need more information, contact your Canada Life wholesale partner.

Learn more about Canada Life My Term

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