



SSC # 6 – BUSINESS INSURANCE PRINCIPLES

This course provides:

5 Life & A&S CE credits for BC, AB, SK, MB & ON.

QC resident Advisors will receive 5 PDUs

General CE credits as marked on certificate for some Provinces.

What Can the Advisor Expect to Learn from this Course?

Upon completion of this course, you will be more knowledgeable in how a business operates and how to establish what the business owner's problems are at the times of death, disability and retirement by using financial planning tools. Depending on the problem, this will help determine the solutions that you offer.

You will have a working knowledge of financial statements and how to use the ratios to help establish an insurance need.

Before you get to this stage though, you will need to understand the differences between the four types of business structures, and the advantages and disadvantages of each legal entity.

In this course we will use the term advisor, which will also include agents and brokers.

This self-study course will cover:

- The Canadian Business Corporations Act
- The 5 myths of business prospecting.
- The advisor's goals when interacting with business clients.
- Seven habits of successful business people.
- Why should the focus should be on Business Insurance?
- The Business Insurance Fact Find.
- Business Financial Statements and how to use the ratios.
- Types of Business Structures – Advantages and Disadvantages of each and the various needs for insurance.
- Various taxation of each business structure and how to minimize the risk.
- Why a business owner requires Business Continuation Planning. (Business Estate & Financial Planning)
- Why the Business Owner needs to plan for their retirement using RRSP, RRIFs and other planning options that are available.

- The four “D’s” of a business exit - The effects of death, disability and retirement on each business structure, and the need for various insurance products
- The five common ways to determine a business buy-out price. The importance of insurance in the business buy-out structures.
- An overview of business insurance, Buy-Sell agreements, Disability Buy-Sell agreements, Key person, Group Insurance, individual Disability, Critical Illness, Long Term Care insurance and Life insurance.
- Partnership agreements and the need for insurance to insure the various types of agreements.
- Advisor tips to do the right job for the Business client.