



SSC # 60 - UNDERSTANDING THE MATURE MARKET & THEIR FINANCIAL GOALS

This course is eligible for:

3 Life & A&S CE Credits for BC, AB, SK, MB & ON.

Target Audience

This course is designed for professionals who provide financial, insurance, and estate-planning guidance to Canadians aged 50 and older. *The intended audience includes:*

- Licensed financial advisors and planners
- Mutual fund dealing representatives
- Life insurance agents and brokers
- Segregated fund representatives
- Estate planners and elder-planning specialists
- Wealth managers and retirement income planners
- Professionals supporting Canadians in pre-retirement, retirement, and late-life planning

Participants are expected to have a foundational understanding of Canadian financial planning principles, insurance products, taxation, and regulatory structures.

Course Overview

Canada is undergoing one of the most significant demographic shifts in its history. Adults aged 50 and older now represent the fastest-growing and most financially influential segment of the population. They control the majority of household wealth, drive intergenerational transfers, and make complex financial decisions that carry lifelong implications. Yet despite their economic power, the mature market is often misunderstood, oversimplified, or underserved by traditional financial planning approaches.

This course challenges that status quo.

The mature market is not a single group — it is a spectrum of life stages, motivations, health realities, and financial priorities.

A 55-year-old executive preparing for an active retirement has little in common with an 82-year-old widow navigating longevity risk, cognitive decline, and estate distribution. Their goals, fears, timelines, and decision-making patterns differ dramatically. Advisors who treat them as a homogeneous demographic risk offering advice that is misaligned, incomplete, or even harmful.

Understanding the Mature Market & Their Financial Goals equips financial professionals with the insight, structure, and practical tools needed to serve this diverse population with confidence and care.

The course will provide the following information on:

- Demographic and psychographic profiles of the mature market
- Shifting financial goals across four later-life stages
- Retirement income planning using CPP, OAS, GIS, RRSP/RRIF, TFSA, pensions, and annuities
- Insurance and risk-management strategies tailored to later life
- Estate planning fundamentals, taxation at death, and wealth transfer
- Health-care and long-term care cost planning
- Cognitive decline, elder abuse prevention, and ethical communication
- Regulatory obligations including Client Focused Reforms, CIRO rules, FSRA title protection, PIPEDA, FINTRAC, and Trusted Contact Person/temporary hold protocols
- Practice management strategies for building a sustainable mature-market advisory practice

The course integrates **advisor guidance**, **real-world scenarios**, and **regulatory compliance notes** to ensure participants can apply concepts directly in client interactions.

Purpose of the Course

The purpose of this course is to equip financial professionals with the knowledge, frameworks, and communication strategies required to competently and ethically serve mature clients. By understanding the unique financial goals, behavioural tendencies, health-related risks, and regulatory protections relevant to older adults, advisors can deliver higher-quality advice, strengthen client relationships, and reduce compliance risk.

The course also supports advisors in building a specialized mature-market practice through segmentation, community engagement, and succession planning.

Learning Objectives

Upon successful completion of this course, participants will be able to:

1. **Describe** the demographic and psychographic characteristics of the Canadian mature market, including four major age-based segments and their distinct planning needs.
2. **Identify** the primary financial goals and priorities of mature clients at each life stage and explain how these goals evolve over time.
3. **Construct** a layered retirement income plan using CPP, OAS, GIS, RRSP/RRIF, TFSA, pension income splitting, and annuity strategies to optimize tax efficiency and income sustainability.
4. **Evaluate** the appropriate use of life insurance, critical illness insurance, long-term care insurance, and segregated funds for mature clients using structured needs-analysis frameworks.
5. **Explain** key estate planning concepts—including wills, powers of attorney, trusts, probate minimization, taxation at death, and beneficiary designations—and articulate the advisor's role in coordinating with legal and tax professionals.
6. **Assess** the financial implications of healthcare costs, long-term care, cognitive decline, and aging in place, and integrate these considerations into comprehensive retirement plans.
7. **Apply** best practices for communicating with mature clients, including recognizing diminished capacity, preventing elder financial abuse, and implementing Trusted Contact Person and temporary hold protocols.
8. **Demonstrate** an understanding of ethical obligations and professional boundaries when working with older adults, including conflicts of interest, undue influence, and confidentiality requirements.
9. **Summarize** the Canadian regulatory framework governing advice to mature clients, including Client Focused Reforms, CIRO rules, FSRA title protection, provincial insurance regulation, PIPEDA, and FINTRAC obligations.
10. **Develop** a practice management strategy for building or enhancing a mature-market advisory practice, including referral networks, community engagement, technology adoption, and advisor succession planning.