



SSC # 61 - THE BENEFITS OF INSURING YOUR CHILDREN

This course is eligible for:

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

4 Life ONLY CE Credits for AB

Target Audience

This course is designed for licensed Canadian life insurance professionals who provide advice to families, parents, grandparents, and multi-generational households. *It is suitable for:*

- Life Insurance Agents and Brokers (LLQP-licensed)
- Financial Planners and Financial Advisors
- Estate and Legacy Planning Professionals
- Elder Planning Counselors and Mature Market Specialists
- Insurance Wholesalers, MGAs, and Agency Trainers
- Banking Advisors with Life Insurance Licensing

The course is appropriate for both new and experienced advisors seeking deeper technical knowledge, enhanced communication strategies, and a stronger understanding of the dual-audience (parent and grandparent) market for children's insurance.

Course Overview

The Benefits of Insuring Your Children with Children's Insurance is a comprehensive continuing education program that examines the strategic, financial, and intergenerational planning value of children's life insurance within the Canadian marketplace. The course provides a full exploration of:

- The foundational rationale for insuring children
- Product structures, features, and comparisons
- Canadian tax rules affecting children's policies
- Suitability and needs-analysis frameworks
- Ownership, beneficiary, and transfer mechanics
- Communication strategies for both parents and grandparents
- Compliance obligations under federal and provincial regulation

- Advanced planning applications, including cascading insurance and legacy planning

A defining feature of this course is its **integrated dual-audience design**. Each module includes a dedicated **Grandparent Perspective**, recognizing grandparents as a rapidly growing, highly motivated, and often underserved demographic in children's insurance planning. Advisors will learn how to ethically and effectively engage both parents and grandparents, tailoring recommendations to each group's motivations, financial capacity, and long-term goals.

By the end of the course, advisors will be equipped with the technical knowledge, communication tools, and compliance awareness required to confidently recommend children's insurance solutions as part of a holistic family financial plan.

Five case studies are included to help the advisors with this demographic.

Course Purpose

The purpose of this course is to:

- Strengthen advisor competency in evaluating, recommending, and servicing children's life insurance policies
- Provide a clear, compliant framework for assessing suitability and documenting recommendations
- Equip advisors with the communication skills needed to engage both parents and grandparents
- Enhance advisor understanding of Canadian tax rules, ownership structures, and policy transfer mechanics
- Support advisors in integrating children's insurance into broader financial, estate, and legacy planning strategies
- Elevate professional practice standards by emphasizing transparency, ethics, and regulatory compliance

This course ultimately aims to help advisors build stronger, multi-generational client relationships while delivering meaningful long-term value to Canadian families.