Pro-Seminars

SSC # 80 – INSURANCE PLANNING FOR INCORPORATED PROFESSIONALS

This course is eligible for:

2.5 Life & A&S CE Credits if you have 1 license for both in BC, SK, MB & ON.

1.0 A&S CE Credits if your license is for A&S ONLY in BC, SK, MB & ON.

2.5 Life & 1 A&S ONLY CE Credits for AB.

Target Audience

This course is designed for the following categories of financial professionals:

- Licensed life insurance agents and brokers who advise incorporated business owners and professionals
- Financial planners (CFP, PI.Fin., or equivalent designation) serving high-income incorporated clients
- Investment representatives registered with CIRO who provide holistic financial planning to incorporated professionals
- Wealth advisors and private banking professionals with a professional corporation client base
- Group benefits specialists advising professional associations and partner-physician groups
- Insurance advisors seeking to deepen their knowledge of corporate insurance structures, tax mechanics, and regulatory compliance obligations

Course Purpose

The purpose of this continuing education course is to provide Canadian financial advisors, insurance representatives, and financial planners with a comprehensive and technically rigorous foundation in the principles, mechanics, and planning applications of insurance products as they pertain to incorporated professionals and their associated corporate entities. Through the study of corporate tax structures, product mechanics, regulatory obligations, and integrated planning frameworks, participants will develop the competencies required to assess client needs accurately, formulate suitable insurance recommendations, and document those recommendations in a manner consistent with the standards of CIRO, FP Canada, and the CSF.

This course further aims to develop the advisor's capacity to articulate complex insurance concepts in accessible terms, thereby facilitating informed client decision-making and strengthening the advisory relationship.

Learning Objectives

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

1. **Analyse the corporate and tax context** of incorporated professionals in Canada, including the mechanics of professional corporations, the impact of the Tax on Split Income (TOSI) rules, and the passive investment income phase-out of the Small Business Deduction, in order to identify planning opportunities and constraints relevant to insurance recommendations.

2. **Explain the structure and mechanics** of corporate-owned life insurance (COLI), including the roles of owner, payor, and beneficiary within a corporate framework, the types of policies appropriate for corporate ownership, and the operation of the Capital Dividend Account (CDA) and Adjusted Cost Basis (ACB) in determining the tax-free benefit flowing to shareholders upon death.

3. **Distinguish between personal and corporate ownership models** for disability income insurance and business overhead expense insurance and recommend the appropriate ownership structure for incorporated professionals based on tax efficiency, benefit taxability, and personal income replacement needs.

4. **Evaluate advanced planning strategies** — including insured retirement plans (IRP), leveraged insurance strategies, and buy-sell agreement funding — and identify the associated compliance considerations, regulatory risks, and circumstances under which referral to a tax lawyer or accountant is appropriate.

5. **Assess the role of critical illness insurance** in the corporate and personal financial plans of incorporated professionals, including the tax treatment of premiums and benefits in corporate versus personal ownership, the mechanics of Return of Premium (ROP) riders, and the application of CI coverage in shareholder and business continuity planning.

6. **Apply a practice framework** for constructing, presenting, and reviewing an integrated corporate insurance plan, including needs analysis methodology, documentation standards consistent with CIRO and FP Canada requirements, and the identification of annual review triggers specific to incorporated professional clients.