

# Custom Advantage Protection Plus

Protect What Matters Most

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## Custom Advantage Protection Plus - Your Financial Advantage

Value is more important than ever. That's why Primerica's Custom Advantage Protection Plus term life insurance<sup>1</sup> is so popular. It offers families a way to get the coverage they need at a price they can afford.

### **Life Insurance Is For Those You Love**

Ask yourself, "How would my family manage financially if I were suddenly no longer in the picture?" Primerica's Custom Advantage Protection Plus term life insurance is the affordable, time-tested answer to that question.

### **Nobody Understands Main Street Families Like Primerica**

- Personalized financial education
- Simple, affordable term life insurance
- Benefit - and feature-rich solutions
- Your own representative is interested in your financial well-being

### **An Industry Leader Since 1986**

Primerica Life Insurance Company of Canada stands tall in the industry.

- More than 400,000 lives insured through our life company<sup>2</sup>
- More than \$110 billion of life insurance in force<sup>2</sup>
- Over \$100 million in benefit claims paid annually<sup>2</sup>
- 90% of claims paid within 14 days<sup>2</sup>

**Rated A+ (Superior)** by A.M. Best.  
Only 32 percent of life companies meet this standard<sup>3</sup>

## Why a Life Insurance Policy from Primerica Is Different... and Better

	Primerica Life Insurance Company of Canada	Other Companies
Complimentary Financial Needs Analysis (FNA)	Yes	?
Personalized Solutions & Financial Education	Yes	?
Convenient Service & House Calls	Yes	?
Guaranteed Insurability to Age 95 <sup>4</sup>	Yes	?
Affordable, Customizable	Yes	?
Lapse Protection Benefit	Yes	?
Primary Disability Waiver of Premium	Yes	?
Spouse Disability Waiver of Premium	Yes	?
Terms Up to 35 Years	Yes	?
Up to 70% of Face Amount Terminal Illness Benefit With Waiver of Premium <sup>5</sup>	Yes	?
Automatic Increasing Benefit Rider <sup>6</sup>	Yes	?
Flexible Use of Riders to Increase Coverage	Yes	?
Family Banding	Yes	?
One Policy per Family	Yes	?
One Child Rider Covers All Eligible Children in Family	Yes	?
Policy e-Delivery	Yes	?
Achieved Contestability Honoured	Yes	?
No War or Terror Clauses	Yes	?
Industry Leading Renewal Options	Yes	?
Affordable Renewal Rates	Yes	?

Try finding all these benefits offered by one company other than Primerica!

How does YOUR insurance company compare?

### Now Is the Time to Act

Right now is the time to protect your family's future and have peace of mind. With term life insurance through Primerica, you'll no longer have to wonder, "What if ... ?"



[www.primericacanada.ca](http://www.primericacanada.ca)

**1** Custom Advantage Term Life Policy Form ZC7G. **2** Figures represent the totals for Primerica Life Insurance Company of Canada (Head Office: Mississauga, ON) **3** October 5, 2017. A.M. Best ratings range in order from the highest ratings as follows: A++, A+, A, A-, B++, B+, B, B-, C++, C+, C, C-, D, E, F. **4** Applies only once applicable underwriting requirements are met for the approval and issuing of initial policy and subject to the provisions of the policy. **5** The lesser of \$400,000 or 70%. Charges apply to activate Terminal Illness Benefit. Costs vary by province. This is a life insurance benefit that also gives you the option to accelerate some or all of the death benefit in the event that you meet the criteria for a qualifying event described in the policy. **6** Must be under age 56 and issued non-rated coverage.