



Others say no,
but we say

YES

1. **We say YES** – We are the first mortgage protection provider to offer some form of protection to **everyone** who submits a life insurance application, regardless of your health. As long as you are between the ages of 18 and 65, you will never be declined.
2. **And we say it right away** – Not only that, but coverage will start the minute you complete an application. You can walk out of your broker's office, with our rock-solid assurance that you are already protected. You just have to pay the first premium when it is due.
3. **Your good health still matters to us** - Saying “Yes” to everyone doesn't mean that we don't take your health into account. If you have some health problems, you may pay a little more, or your coverage may have some extra exclusions. For example, it's possible that your life insurance may only provide protection against accidental death.¹ Before adjusting your premium or your coverage, we will discuss it with you over the phone within a few days of receiving your application. We will tell you right then and there what's going to happen next, and we will never make you fill out any long or complicated forms.
4. **Competitive Premium Rates** – Our rates compare favourably with both the major banks' mortgage plans AND with term insurance. Keep in mind that Mortgage Protection Plan premiums do not automatically increase with age like a lot of term products do.
5. **Disability Coverage That's Better Than Ever** – Our total disability protection is still one of the most affordable choices, but now the benefit amount floats to match your mortgage interest rate - no matter how high it goes. And, unlike some others, we won't charge you more when interest rates change and your mortgage payment goes up. In addition, these benefits do not have to be reported as income to either CPP or your private disability insurer and are not subject to income taxes.
6. **More premium collection options for your convenience** – You can choose to have your monthly premium collected from any bank account at any Canadian financial institution, **or from any VISA or Mastercard account.**
7. **60-Day Money Back Guarantee** – You can choose Mortgage Protection Plan today and change your mind at any time within the first 60 days. If you decide to cancel, we will refund all the premiums you paid during that time. Feel free to shop around ... but don't leave your mortgage unprotected in the meantime.
8. **Fully Portable Coverage with Prior Coverage Recognition** –You can transfer your mortgage whenever, wherever you like, without any fear of losing your MPP protection. Even if additional funds are advanced, only the “topped up” portion will be priced at your current age. The amount of life coverage you already have will remain untouched, and can't be taken away no matter what your current health situation may be.
9. **Unlimited Bridge Benefits that are Unmatched** – Mortgage Protection Plan will start taking care of the mortgage payments as soon as a completed life insurance claim form comes in, and will keep making the payments for as long as it takes to receive all the documentation and reach a final decision.
10. **Underwritten by Manulife** - a trusted name and industry leader.

¹ According to Statistics Canada, accidents are the fifth most common cause of death, and about 25 Canadians die from an accident each and every day of the year. This means that coverage for accidents can play an important part in protecting your home and your family.



No one should gamble with their home

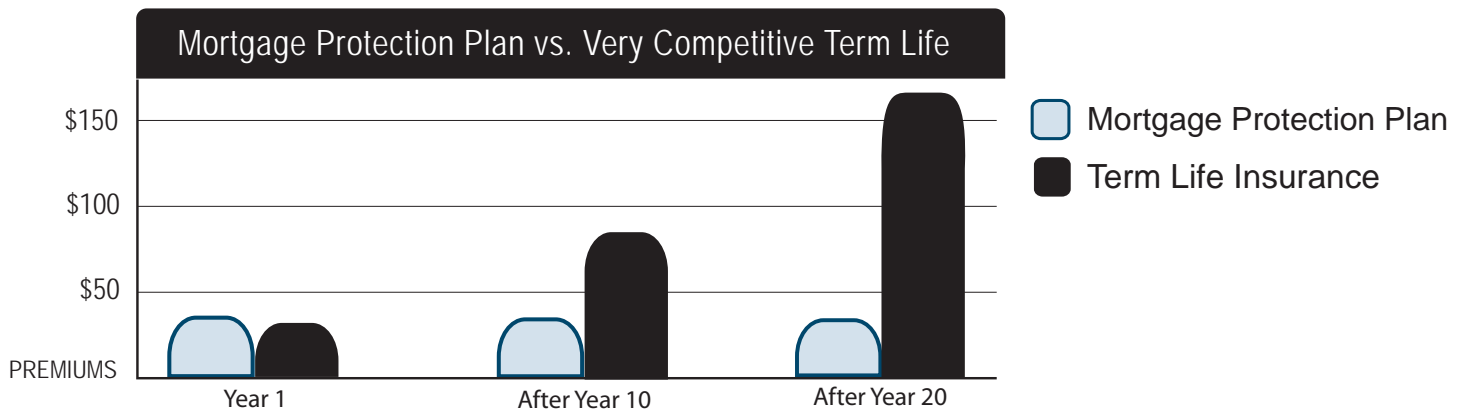
Don't leave your family unprotected

Your home is not only your largest single investment, but it is also where you have chosen to raise your family. **If your mortgage is not protected, you risk losing everything** you have worked so hard for. The simple truth is that illness or death can happen to anyone of any age at any time. In fact:

- 44% of Mortgage Protection Plan claims have been made in the first 2 years of the mortgage (Source: over 10 years of MPP claims data).
- 11.4% of working age Canadians suffer from some form of disability with 43% of those disabilities severe or very severe (Source: Statistics Canada: 89-579).

With today's high cost of living, taxes, and mortgage payments, it's more difficult to save than ever before. An unexpected death or illness can be financially devastating for your family. Mortgage Protection Plan was created as an affordable, simple and convenient solution. It allows you to protect your investment right away, at the same time you arrange for your mortgage. **There is no reason to gamble** – you can insure your mortgage now and you can cancel at any time. We'll even refund all your premiums if you find a better solution within our 60-day guarantee period (or even if you just change your mind).

The Mortgage Protection Plan was also designed to be more affordable than you think. In fact, a typical couple can save thousands of dollars, compared with buying a term life insurance policy. Unlike term life products, Mortgage Protection Plan premiums do not increase automatically as you get older.



In this case, the term life option is slightly less expensive at first. However, over the life of a 25- or 30-year mortgage, the term life option would be almost three times more expensive than Mortgage Protection Plan. Not only would you save over 60% of your money, but you won't pay for more protection than you need. Mortgage Protection Plan coverage is designed to match the balance of your mortgage as it declines.

Others say no, but we say **YES**

Some companies only want to protect your mortgage if you satisfy certain health requirements, but we truly believe that **every** mortgage should be protected. That's why we never decline a life insurance application. Not only that, but your protection starts the minute you sign your application, regardless of your health or the size of your mortgage (as long as it is less than \$1 million). You just have to pay the first premium when it is due.

Your good health still matters to us. Saying "Yes" to everyone doesn't mean that we don't take your health into account. If you have some health problems, you may pay a little more, or your coverage may have some extra exclusions. For example, it's possible that your life insurance may only provide protection against accidental death.

According to Statistics Canada, accidents are the fifth most common cause of death, and about 25 Canadians die from an accident each and every day of the year. This means that coverage for accidents can play an important part in protecting your home and your family.

Before adjusting your premium or your coverage, we will discuss it with you over the phone within a few days of receiving your application. We will tell you right then and there what's going to happen next, and we will never make you fill out any long or complicated forms.

Compare Benefits	Typical Term Life Insurance	Typical Lender Creditor Life Insurance	Mortgage Protection Plan
Pay Off Mortgage?	Yes	Yes	Yes
Covers Prepayment Penalties and Discharge Fees?	No	Yes	Yes
Covers Mortgage Payments while Adjudicating the Claim?	No	No	Yes
Independent of Lender?	Yes	No	Yes
Coverage Declines to Match Risk?	No	Yes	Yes
Total Disability Option?	No	Not usually	Yes
60 Day Money-back Guarantee?	No	No	Yes
Offers Some Form of Protection to Everyone?	No	No	Yes
Coverage Always Starts Immediately?	No	No	Yes

About Us

Mortgage Protection Plan (the "Plan") is an insurance program designed to provide life and disability protection to the clients of mortgage brokers. The Plan is underwritten by The Manufacturers Life Insurance Company (the "Insurer") and administered and managed by Benesure Canada Inc. and its appointed agents (collectively these parties are called "MPP").



Role of Your Mortgage Broker

Coverage under the Plan is optional. Your Mortgage Broker's role is to have you complete the pre-printed MPP form ("Application"). If you require advice or additional information concerning the Application, please contact MPP; and for other insurance advice please consult a licensed life insurance agent of your choice.

Privacy & Confidentiality Notice

When you sign an Application, you agree to the conditions described in this Notice and you authorize your Mortgage Broker to provide us with your Mortgage Information. Mortgage Information means details about you and your mortgage that we reasonably require to administer your application and the coverage we issue to you. This may include information that is not printed on your Application. MPP may collect, use, retain and disclose your Mortgage Information and any other personal information solely for the following purposes:

- to assess your Application, to administer your insurance coverage including any claims you may make, and for statistical analysis;
- to collect premiums when they are due; and
- to communicate with you regarding your insurance or related financial services available from MPP, its affiliates or marketing partners.

MPP is responsible for the security of all the information we have about you, and we will retain it only in the manner permitted by law. You may review any such information and make any corrections by contacting MPP. MPP may outsource information storage and processing services to a third-party service provider.

Please Check Your Coverage

Upon receipt of your Application, MPP will send you a Certificate of Insurance. The Certificate of Insurance sets out the terms of your insurance coverage, and may include a Notice of Conditional Coverage. We encourage you to read this document carefully. If you have any questions please contact MPP.

Canada's #1 Choice in Independent Mortgage Protection

	Life Insurance	Total Disability Insurance
Coverage Starts	<p>Immediately - regardless of your health or the size of your mortgage (as long as it is less than \$1 million). We do offer the option to delay coverage until the mortgage funding date, but bear in mind that you may already be committed to completing the house purchase, in which case you need protection now.</p> <p>Your initial Certificate of Insurance may include a Conditional Notice of Approval, which means we may change your premium or some aspects of your coverage, based on your health. However, we will talk to you about this on the phone first. You must pay the first premium when due for coverage to take effect.</p> <p>Please remember that the start of coverage is always based on the answers to your Medical Questions and any other health information you provide to us. If that information is materially inaccurate or incomplete, we may be entitled to revoke coverage later on. If that happens, it will be the same as if you were never insured, and you cannot make a claim for any reason.</p>	
Coverage Ends	<ul style="list-style-type: none"> • Earliest of 70th birthday, date the mortgage is paid off, or date you stop paying premiums 	<ul style="list-style-type: none"> • Earliest of 65th birthday, date the mortgage is paid off, or date you stop paying premiums
Protection	<ul style="list-style-type: none"> • In the event of death. • Where an applicant is not in good health when they apply, we may exclude any cause of death except an accident. Check the most-recent Notice Page of your Certificate of Insurance to see if this applies to you. 	<ul style="list-style-type: none"> • A sickness or accident results in your being unable to perform the main duties of your full-time job or if you do not have a full-time job, unable to perform at least two essential daily life activities.
Eligibility	<p>All Canadian residents who are under 65 years of age, including borrowers, co-borrowers and guarantors.</p> <ul style="list-style-type: none"> • We offer some form of protection to everyone who applies for life insurance, regardless of their health or medical history. 	<ul style="list-style-type: none"> • An application may be declined if serious health problems exist.
Benefits	<ul style="list-style-type: none"> • Outstanding balance* of your mortgage as at the date of your death • Bridge Benefits to cover mortgage payments while we are adjudicating your claim; and • Pre-payment penalties or discharge expenses 	<ul style="list-style-type: none"> • Your share of your actual mortgage payment,* no matter how much your payment may increase due to interest rate changes • If two borrowers are covered, then each borrower's share is 50% • If you are the only borrower who is covered for disability then your share is 100% • Optional protection for your property taxes too <p>* Some conditions apply if you have a mortgage where the outstanding balance is not declining every month (such as an interest-only mortgage or a line of credit; or if you increase your mortgage balance or extend your mortgage amortization period without applying for an increase in coverage.</p>
Limitations	<ul style="list-style-type: none"> • 105% of the Initial Mortgage Balance • Maximum of all benefits for any one person is \$1,000,000 	<ul style="list-style-type: none"> • Maximum benefit period of 12 months • Maximum of all benefits for any one person is \$10,000 per month
When Benefits are Paid	<p>Once we receive a completed claim form, we pay future mortgage payments on your behalf until we finish adjudicating the claim and so long as the claimant continues to cooperate with us. We call this our Bridge Benefit and it is unmatched in the industry. Once we approve the claim we pay the remaining balance.</p>	<p>Benefits begin 60 days following your valid disability and will continue until the first mortgage payment after your recovery (so you get a "bonus" payment after your recovery). Timing of actual payment is subject to our completing the adjudication of the claim.</p>
Exclusions	<p>Suicide or attempted suicide or self-inflicted injury, while sane or insane (first two years only); participating in any of the following high risk activities: operating an aircraft, sky-diving, parachuting, hang gliding, scuba diving, or committing or attempting to commit or provoking a criminal offence or assault; operation of a motorized vehicle or vessel when the concentration of alcohol in your blood exceeds 80 milligrams of alcohol in 100 milliliters of blood; war, whether declared or not, or any act of war or insurrection; or any other cause, circumstances or condition listed as an Additional Exclusion on Your Notice Page.</p>	<p>Same as for Life Insurance, plus: pregnancy or childbirth (with the exception of any complications thereof), abortion or miscarriage; cosmetic or elective surgery; medical conditions resulting from sustained alcohol abuse; or from the use of any drug that is not in strict accordance with a prescription given to you by a Physician; or a Pre-Existing Condition which results in your Total Disability at any time during the first year of coverage. Pre-Existing Condition means any medical condition about which you consulted a physician or for which you received treatment in the twelve months prior to the start of your coverage.</p>



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