



insureNOW™
insureNOW™ Plus

Fast. Flexible. Forward thinking.

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Introduction

In today's fast-paced world, finding the right insurance coverage quickly and easily can be time-consuming.

That's why we created insureNOW™ and insureNOW™ Plus for clients who are looking for hassle-free insurance coverage.

insureNOW™ and insureNOW™ Plus are two simple plans with a fast and easy application process to get your clients the coverage they need.

It's smart, simple and affordable coverage – NOW.

No medical required to apply. Just answer a few simple questions.

One policy – life insurance only OR life and accelerated living benefit coverage – all in one plan.

Worry free – purchasing coverage today, when your clients are young, helps ensure that they're protected from life's unexpected events.

...because it's important to protect the foundation your clients are building from life's unexpected surprises.

Two simple plans:

insureNOW – life insurance only

Term to 65 life insurance plan with simplified underwriting and an option that you can select at issue to extend life insurance coverage past Age 65* for life.

insureNOW Plus – life with accelerated living benefit insurance

Term to Age 65 life and living benefit insurance plan with simplified underwriting and an option that you can select at issue to extend life insurance coverage past Age 65* for life.



*Policy anniversary nearest to the Life Insured's 65th birthday.

Target market

Designed with a younger generation in mind

Either insureNOW or insureNOW Plus can be an ideal insurance solution for young individuals looking for a fast, convenient and affordable way to get an insurance program started without having to fill out lengthy applications or undergo any medical tests. If you have clients that fit the following profile, it's worth considering insureNOW or insureNOW Plus:

- age 18-49
- in good health
- don't have a lot of time to spend applying for insurance

And want:

- a fast and convenient way to get insurance
- affordable guaranteed level premiums to age 65
- the convenience of not having to undergo lengthy medical exams
- one policy to cover life, critical illness and serious accidental disability
- \$50,000 to \$250,000 of coverage

It's Fast

We've designed insureNOW and insureNOW Plus with a fast and simple application.

There are no medical tests. To apply for either plan, all your clients need to do is complete a simplified health and lifestyle questionnaire.

Use the Application for Life Insurance Insure Now and Insure Now Plus (633E) which can be ordered from your MGA or found in the Marketing Library on The Wave illustration software or on www.bmoinsurance.com/advisor in the Forms and Questionnaire section under Underwriting and New Business Applications.

Our commitment is to mail back a policy contract to your MGA's office within two business days of receiving a completed application at our Head Office.

Remember, if your clients don't qualify for insureNOW or insureNOW Plus, it doesn't mean that they can't get insurance! Take a look at the other fully underwritten life insurance plans offered by BMO Insurance and complete Application for Life and Critical Illness Insurance (126E).

insureNOW and insureNOW Plus

To apply, just answer:

- 11 questions to qualify for insureNOW
- Plus 1 additional question to qualify for insureNOW Plus

And you're done!

Coverage will be issued within two business days of receiving a completed application at our Head Office – that's our commitment!

It's Flexible

insureNOW and insureNOW Plus have different plan options to provide you with the flexibility to help your clients select the amount and type of coverage that's right for them:

- **insureNOW – life insurance only**
- **insureNOW Plus – life plus accelerated living benefit insurance**

insureNOW – life insurance only

- term to age 65¹
- single life coverage (the policy owner and insured are the same individual)
- issue ages 18-49
- guaranteed premiums payable to age 65
- \$50,000 to \$250,000 of coverage²
- smoker and Non-smoker rates

insureNOW Plus – life plus accelerated living benefit insurance

- all of the features of insureNOW, plus
- Critical Illness and Accidental Disability coverage

The accelerated living benefit insurance includes a one-time payout of a portion of the Sum Insured, if the Life Insured has been diagnosed with either a Critical Illness OR disability (see below) that results from an accidental injury. There are two payout options to choose from:

Living Benefit Option 1 (50%/15%):

A one-time payout of either a Critical Illness benefit equal to 50% of the Sum Insured OR 15% of the Sum Insured for an Accidental Disability Benefit.

Living Benefit Option 2 (25%/7.5%):

A one-time payout of either a Critical Illness benefit equal to 25% of the Sum Insured OR 7.5% of the Sum Insured for an Accidental Disability Benefit.

The Sum Insured is reduced by the amount of the claim paid. The Living Benefit expires at age 65 or after a Living Benefit claim is paid. However, the life insurance benefit continues until expiry of the plan.

Critical Illness Covered Conditions:

insureNOW Plus has been designed to provide coverage for life's most prevalent illnesses:

- heart attack
- stroke
- cancer (Life Threatening)³
- coronary Artery Bypass Surgery

Accidental Disability:

Accidental Disability Benefit will be paid if the Life Insured, as a result of Accidental Injury, is under the regular care of a Physician, and is unable to work or perform their normal activities for a period of 180 consecutive days.

Note that the Living Benefit (payment for either a critical illness or accidental disability) ends at age 65, or after a Living Benefit claim is paid.

¹ Policy anniversary nearest to the Life Insured's 65th birthday.

² BMO Insurance reserves the right to limit coverage to a lifetime plan maximum of \$250,000 and will confirm that each applicant falls within that limit before coverage is approved.

³ Moratorium Period Exclusion: first 90 days following the later of the Policy Issue Date or effective date of last reinstatement of policy.

It's Forward Thinking

Life doesn't necessarily stop at age 65. By selecting the Extended Life Benefit, your client's life insurance coverage on either insureNOW or insureNOW Plus can continue past age 65, for 25% of the remaining Sum Insured on their policy.



The Extended Life Benefit is a unique option to get permanent life insurance coverage on any insureNOW or insureNOW Plus plan. This option must be selected at issue with premiums payable to age 65.

Take a look at the following scenarios:

For example, with insureNOW:

At issue	At age 65	After age 65
\$200,000 of life insurance coverage is purchased.	Coverage on an insureNOW plan would typically stop...	However, if the Extended Life Benefit is selected, \$50,000 ($\$200,000 \times 25\%$) of paid-up permanent life insurance coverage continues.

Similarly, with insureNOW Plus:

At issue	If the insured is diagnosed with a Critical Illness	At age 65	After age 65
\$250,000 of life and accelerated living benefit insurance coverage is purchased. Living Benefit payout Option 2 is selected.	A lump sum payout of \$62,500 is paid and living benefit coverage would stop. \$187,500 of life insurance coverage continues until age 65.	Coverage on an insureNOW Plus plan would typically stop...	However, if the Extended Life Benefit is selected, \$46,875 ($\$187,500 \times 25\%$) of paid-up permanent life insurance coverage continues.



That's not all!

With every insureNOW Plus policy, your clients automatically receive:

BMO Insurance • HealthAdvocate™ Plan

Innovative and comprehensive assistance services¹ designed exclusively for eligible BMO Insurance policyholders – Plan Members. Every insureNOW Plus policy includes – at no additional cost² – the **BMO Insurance Health Advocate** Plan. This program includes access to medical information and services as well as personal assistance programs.

Medical Information and Advisory Services

This component of the **BMO Insurance Health Advocate** Plan offers your clients unlimited access to medical information and services from Best Doctors®† – a leader when it comes to delivering world class medical advice and support.

Personal Assistance Services

This component of the **BMO Insurance Health Advocate** Plan offers your clients personal assistance services provided by Morneau Shepell, one of Canada's leading providers of these programs.

[®] Best Doctors, InterConsultationSM, FindBestDocSM, FindBestCareSM and Best Doctors 360[®] are service marks or registered trademarks of Best Doctors, Inc.

¹ BMO Insurance reserves the right to change the service provider, the nature of services or cancel access to these services at any time without notice, unless otherwise stated.

² Expenses associated with medical treatment, travel and lodging relating to these services are the responsibility of the member. BMO Insurance offers the services on a referral basis only and will not charge you for the services provided. Morneau Shepell and Best Doctors will not charge you for the services they provide. You may however, incur additional costs for services or for providers that may be referred to you by Morneau Shepell or Best Doctors. These additional charges are incurred at your sole discretion and BMO Insurance will not be liable for their payment.



The plans in action

Darren’s story – an income replacement solution for Millennials

Darren is in his early 30s. He just completed an MBA and is working as a Marketing Associate at a start-up tech company. It’s definitely not his dream job but it covers his rent and also helps make a dent in the outstanding student loan that he co-signed with his parents. He’s financially responsible and wants to get rid of this debt in the next 5-10 years.

Darren knows that he’s not invincible and doesn’t want his student loan to become a burden on his parents, if something happens to him. Life insurance makes sense, but he wants to avoid the hassle of lengthy questionnaires and medical tests!

Darren’s insurance advisor met him on a Saturday afternoon and suggested insureNOW. His advisor explained that it was a fast way to get the protection he needs.

After a quick review of how insureNOW works, Darren filled out an application. He qualified and his insurance advisor delivered a policy to him in less than two weeks.

At issue	At age 65	After age 65
Darren purchases a \$150,000 insureNOW policy with the Extended Life Benefit. Monthly premium to age 65: \$56*	Coverage on Darren’s insureNOW policy would typically stop.	However, Darren selected the Extended Life Benefit when he bought the policy, so he still has \$37,500 (\$150,000 x 25%) of paid-up permanent life insurance coverage.

For an additional \$29 per month, Darren could add Living Benefit protection to his insureNOW policy and get both critical illness and accidental disability coverage in the same policy.

*Monthly premium for insureNOW with the Extended Life Benefit for a Male 31, Non-smoker using the Wave version 29.0.



Lisa and Pascal's story – a packaged solution to help young entrepreneurs

Lisa and Pascal are married and in their 30s. They both transitioned out of the corporate world and started up a French translation services company from their home two years ago.

Their business has flourished, primarily from referrals from clients who have used their services in the past. They typically work with tight deadlines – sometimes burning the midnight oil when they have several assignments due at the same time.

While they've been able to reduce their debt load and set some money aside for the future, they've never really thought about personal life and critical illness insurance.

What if something happened to either one of them – would they still be able to work?

Make their loan payments? What about things like extra medical expenses?

Their insurance advisor suggested that they each get an insureNOW Plus policy – because it's a convenient and affordable way to help them pay the bills, if they suddenly have to deal with life's unexpected events.

Lisa and Pascal applied for life, critical illness and accidental disability coverage – all in one insureNOW Plus policy. After answering a few questions, their advisor let them know right away that they had each qualified for the \$200,000 of coverage they applied for. All it took was a few minutes!

Two business days after BMO Insurance's Head Office received their completed applications, their contracts were sent to their MGA. Their advisor then made sure that they had their contracts within a week.



The plans in action (cont'd...)

So, here's how insureNOW Plus worked for Lisa and Pascal:

At issue	At age 43	After Lisa's claim is paid	After age 65
<p>Lisa and Pascal are each approved for their own \$200,000 insureNOW Plus policy.</p> <p>For the living benefit coverage, they each chose "Option 2" (25% for a critical illness OR 7.5% for accidental disability).</p> <p>Total monthly premium to age 65 for both policies combined: \$160*.</p>	<p>Lisa is diagnosed with breast cancer and she receives a lump sum of \$50,000 from her insureNOW Plus policy.</p> <p>She also used the Critical Assist Benefit on her policy to get a second opinion on her treatment plan from Best Doctors® – at no additional cost.</p>	<p>Lisa still has \$150,000 (\$200,000 – \$50,000) of term life insurance up to age 65. Premiums on her policy are now based on \$150,000 of coverage.</p> <p>The living benefit coverage on her policy expires.</p> <p>Since Pascal doesn't make a claim, he maintains \$200,000 of coverage until age 65.</p>	<p>Coverage stops.</p>

If they selected the Extended Life Benefit when they first bought their policies, Lisa would still have \$37,500 (\$150,000 x 25%) of permanent life insurance coverage after age 65 and Pascal would have \$50,000 (\$200,000 x 25%).

*Total monthly premium for insureNOW Plus for a Male 35, Non-smoker and Female 35, Non-smoker with Living Benefit Option 2 (Critical Illness Benefit – 25% of the Sum Insured OR Accidental Disability Benefit – 7.5% of the Sum Insured), using the Wave (version 29.0).



Marketing support

To learn more about insureNOW and insureNOW Plus, be sure to get copies of the following:

The Wave:

Download the latest copy of The Wave today to get a quote for your clients. Just click on the following link:

<http://advisorsupport.bmoinsurance.com/wave/ewavedownload.html>

Application for Life Insurance insureNOW and insureNOW Plus (633E):

You can order this from your MGA or find a copy on either The Wave or on bmoinsurance.com/advisor under the Forms and Questionnaires menu.

insureNOW and insureNOW Plus Product Overview (634E):

Learn about the key features and benefits of both insureNOW and insureNOW Plus.

Client brochure (647E):

Use this handy brochure as a leave behind for clients.

Sample pre-approach letter/email (648E):

Use this as a conversation starter for clients.

Video clip:

Use this short video which can found on bmoinsurance.com/advisor to explain the features and benefits of the plan, in simple and easy-to-understand terms.

Let's connect

To find out more about BMO Insurance products, please call your MGA, contact the BMO Insurance regional sales office in your area or call 1-877-742-5244.



BMO Life Assurance Company, 60 Yonge Street, Toronto, ON M5E 1H5



Ontario Region
1-800-608-7303

Quebec – Atlantic Region
1-866-217-0514

Western Region
1-877-877-1272



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insureNOW Plus provides life, critical illness and accidental disability coverage in one policy for one combined Sum Insured. When a living benefit is paid, the Sum Insured is reduced by the amount of the claim. In the case of the Extended Life Benefit, if selected, coverage can be extended for life for a reduced amount after age 65. Due to its unique bundle, it's difficult to compare insureNOW Plus to other stand-alone plans since the payment of and qualification for benefits plus the total amount of insurance may differ. Please discuss with your clients about how these differences can impact their decision to purchase insurance.

The information in this publication is intended as a summary of our products and/or services and may include projected values based on a set of assumptions. Actual results may not be guaranteed and may vary. Please consult the appropriate policy contract for details on the terms, conditions, benefits, guarantees, exclusions and limitations. The actual policy issued governs. Each policyholder's financial circumstances are unique and they must obtain and rely upon independent tax, accounting, legal and other advice concerning the structure of their insurance, as they deem appropriate for their particular circumstances. BMO Life Assurance Company does not provide any such advice to the policyholder or to the insurance advisor.

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