



FREE GUIDE • OCTOBER 2026 EDITION

Whole life insurance

Lifetime coverage, guaranteed premiums and a cash value that grows over time.

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**AT A GLANCE**

The essentials on one page

Some needs do not fade with age. The tax owed at death on a cottage or an RRSP, the wish to leave something to your grandchildren, the protection of a child with a disability: these needs are still there at 80 or 90. Whole life insurance was designed for them.

For life

Coverage never ends, whatever your age or future health.

Cash value

A guaranteed reserve builds up in the policy and can be used during your lifetime.

Participating

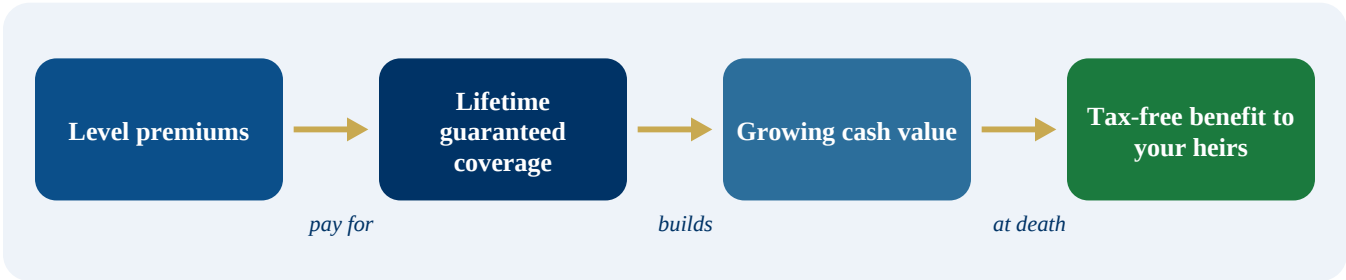
Some policies pay annual dividends. They are not guaranteed.

Estate planning

A tax-free benefit to pay the tax due at death or leave a legacy.

HOW IT WORKS

Whole life insurance



You pay a level premium for a chosen period (for example to age 100, for 20 years or for 10 years) or for life. In exchange, the insurer guarantees a death benefit, whatever your age.

Part of the premiums builds a guaranteed cash value that grows every year. In a participating policy, the insurer may also pay dividends, depending on the results of its participating account. These dividends can buy paid-up additions, which increase both the death benefit and the cash value.

Key terms

Cash value	The amount you would receive if you cancelled the policy. You can also borrow against it or use it as collateral.
Dividends	The share of the participating account's results paid to policyholders. They are never guaranteed and vary from year to year.
Paid-up additions	Extra coverage bought with dividends, with no new medical evidence.
Limited pay	Premiums stop after 10 or 20 years, or at a set age, but coverage continues for life.
Policy loan	A loan from the insurer against the cash value. It reduces the death benefit until it is repaid.



THE BENEFITS

Why it helps

01

Nothing left to chance

Premium, death benefit and base cash value are guaranteed by contract.

02

Coverage that never stops

No costly renewals, no age limit.

03

Cash when the estate needs it

The benefit arrives exactly when needed: to pay the tax on a cottage, an RRSP or a business, without a fire sale.

04

A reserve you can use while living

The cash value can secure a loan or be withdrawn, depending on the policy.

WHO IT IS FOR

Is it right for you?

- **Parents of a lifelong dependent child**
To provide for a child with a disability, often through a trust.
- **Owners of a cottage or rental property**
The capital gain is taxable at death. The benefit pays the tax and the family keeps the property.
- **Grandparents**
To leave a specific legacy, known in advance, to their grandchildren.
- **Business owners**
A policy owned by the corporation can, under certain conditions, allow the benefit to be paid to shareholders partly tax-free through the capital dividend account.

A REAL-LIFE EXAMPLE

Pierre, 58, owns a cottage in Charlevoix bought twenty-five years ago. At his death, the gain will be taxable and his children will have to find the money to pay the tax.

A whole life policy with premiums payable for 20 years will provide a tax-free benefit at the very moment the tax becomes due. The children will not have to sell the cottage in a hurry to pay the bill.

OPTIONS AND PITFALLS

Choosing well, without surprises

Common options

Participating	Dividends are not guaranteed, but potentially significant over the long term.
Non-participating	Everything is guaranteed, often at a lower premium, but with no additional growth.
Limited pay (10 or 20 years)	Higher premiums, but finished before retirement.
Joint last-to-die whole life	An economical way to pay the tax that becomes due at the death of the second spouse.

WHAT TO CHECK BEFORE YOU SIGN

- Dividends are not guaranteed: an illustration is only an assumption. Ask to see the scenario with a reduced dividend scale.
- Cancelling early is costly: the cash value is low in the first years.
- An unpaid policy loan reduces the benefit paid at death.
- The right amount: too much coverage strains the budget for nothing. Start from the real need.

NEXT STEPS

The right questions to ask

Before you decide, ask yourself:

- Is my need truly permanent?
- Participating or not, in my situation?
- What happens if dividends go down?
- Should the policy belong to me or to my corporation?

I compare products from several insurers and lay the numbers out side by side. A 30-minute meeting, in person in Montréal, by Google Meet or by phone, is usually enough to see clearly.

BOOK A MEETING

maprime.ca/rendez-vous-en · 438 889-6474 · info@maprime.ca



Run the numbers

Scan the code with your phone's camera: the free Maprime.ca calculator gives you a first estimate in two minutes, with no sign-up.

[Open the calculator](#) →



Request a quote

Or scan this one to request a personalized quote, free and without obligation.

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IMPORTANT NOTICES AND SOURCES

Please read

- This guide provides general information. It is not personalized tax, legal or financial advice, nor a product recommendation. A needs analysis is required before any recommendation.
- The coverage, exclusions, fees and conditions that apply are those of the contract issued by the insurer, which alone is authoritative. Examples are illustrative and are not a quote.
- I am an independent representative: I am not bound to any insurer by an exclusivity agreement and I compare products from several insurers. I am paid by commission from the insurer; I will disclose it on request.
- Figures and rules in effect in October 2026; they may change. Images: Pexels photographs (Pexels licence) and illustrations generated by artificial intelligence; the people shown are models or fictional characters.

Sources consulted

- Income Tax Act (deemed disposition at death, capital dividend account)
- Civil Code of Québec, art. 2449
- Standard contracts of Canadian insurers, reviewed in October 2026