Insurance

Sept. 3, 2026

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Bridging the protection gap with RBC Insurance

September is **Life Insurance Awareness Month**! Life doesn't stand still. Your clients are getting married, having children, purchasing homes or switching careers. Their life is changing but is their life insurance evolving with them?

8.4 million
adults say they need life insurance[1]

40%
of Canadians say their families would face financial hardship within six months if the primary wage earner passed away unexpectedly.[2]

That's why an annual review is so important. It creates an opportunity to have a meaningful discussion with your clients and ensure their insurance coverage still aligns with their needs and goals.

With RBC *Your*Term®, clients can customize the length of their term, in one-year increments, from 10 to 40 years. Here are three key features that can help you tailor your clients' coverage and make these conversations easier.

1. More flexibility to our RBC Term Exchange Privilege

- New clients have an increased exchange window from five years to eight.
- All term lengths (less than term 40) have the option to exchange without updated medical information.
- Eligible policies can be exchanged to any term length (must be at least one year longer than the original term and follow max age and term length eligibility).

2. Faster cycle times for all fully underwritten term applications

- **Immediate approval at point-of-sale** for express eligible term clients on RBC *Your*Term applications up to and including $3MM, with no fluids and age 50 or under.

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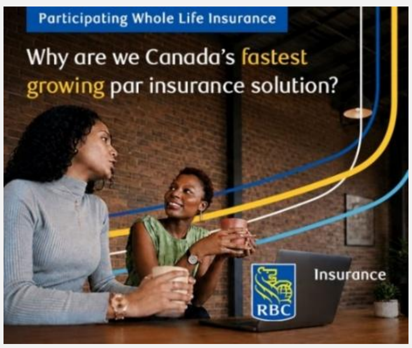
[1] Nearly One Third of Canadian Adults Report Living With a Life Insurance Coverage Gap, LIMRA, 2024
[2] Nearly One Third of Canadian Adults Report Living With a Life Insurance Coverage Gap, LIMRA, 2024

- **Express underwriting** is available for term clients who submit a completed Part 2 via the eApp and require no further underwriting. RBC *Your*Term applications are now eligible up to and including $3MM, with no fluids and age 50 or under.

3. Your clients can convert an RBC *Your*Term policy to a Participating Whole Life policy, RBC Universal Life™ or T100 policy up until age 71.

- Term Partial Conversion and Carryover allows eligible policies to request a partial conversion from their existing inforce term policy to a new RBC Growth Insurance®, RBC Growth Insurance Plus® or Term 100 policy. The remaining term coverage will carry over as a rider without evidence of insurability while restarting the term duration.

You've heard about our term products, but do you know about our Participating Whole Life? RBC Growth Insurance and RBC Growth Insurance Plus are ideal for protecting loved ones, building tax deferred wealth, helping businesses grow and transferring assets between generations. They pair life insurance coverage and the opportunity to earn tax-deferred investment growth with the added benefits of a guaranteed cash value and premiums, and a guaranteed death benefit.



Have you seen our latest marketing campaign? It highlights our Participating Whole Life solutions built for today's clients and designed to deliver sustainable performance, flexibility and resilience over decades.

Watch Maria Winslow, Interim CEO, RBC Insurance as she discusses the importance of protection and the advantages of our Participating Whole Life product.

Resources to learn more about our life insurance offerings

- Value in Choice flyer
- Sales Resource Centre

Questions?

For more information on how our life insurance products can help protect your clients, please contact our regional office at 1-866-235-4332 or your RBC Insurance® Senior Sales Consultant.