



Offer financial peace of mind to your employees and their families by helping them check “get a will” off their list

Did you know?

- 01 Financial stress is closely connected to employee’s physical and mental well-being
- 02 Employees are prioritizing financial planning but are missing a key component - estate planning

KEY STATS:

57%

of Canadian adults have not created a will or estate plan

65%

of parents with minor children don’t have a will created

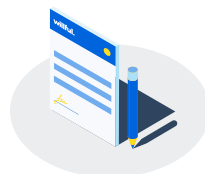
Why is estate planning beneficial for your employees?

Attracting and retaining quality employees is a top priority for employers. Taking care of employees and their families means offering affordable and accessible tools that assist them in all aspects of health and wellness, including financial.



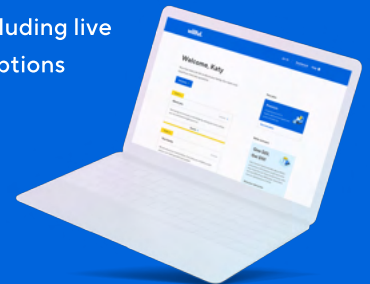
How Willful can help?

- ✓ Differentiate employees’ benefits offering beyond health and dental
- ✓ Provide affordable and accessible tools to assist in achieving financial goals
- ✓ We help ease the burden of financial stress by providing peace of mind for employees and their families



Why Willful?

- ✓ Employees can easily and affordably create their will and power of attorney documents online in 20 minutes
- ✓ Powerful, secure technology with built-in logic creates legally binding and error-proof documents that are lawyer approved for each province
- ✓ Ideal for about 80% of Canadians who have fairly simple estate scenarios
- ✓ Comprehensive education and learn centre including live customer support options



Speak to your Group Benefits Consultant or email us at partners@willful.co about the different ways to incorporate Willful into your group benefits program

Through your Group Benefits Consultant, you can **save 30%** on Willful for your employees through a volume purchase.

OUR PLANS:

Essentials

Everything you need to create your own legally-valid will

\$99

\$69.30 CAD



- ✓ One personalized legal will
- ✓ Appoint your executor, guardians, and beneficiaries
- ✓ Free updates as your life changes

MOST POPULAR

Premium

Full protection with a legally-valid will and appointed power of attorneys

\$149

\$104.30 CAD



- ✓ One personalized legal will
- ✓ One power of attorney for finance and property
- ✓ One power of attorney for healthcare (living will)
- ✓ One free will registry (\$40 value)
- ✓ Free updates as your life changes

POPULAR FOR COUPLES

Family **SAVE 16%**

Legally-valid wills and appointed power of attorneys for you and your loved ones

\$125

\$87.5 CAD/plan

for 2-6 plans



- ✓ One personalized legal will per plan
- ✓ One powers of attorney for finance and property per plan
- ✓ One powers of attorney for healthcare (living will) per plan
- ✓ Individual plans for each person invited
- ✓ One free will registry (\$40 value) per plan
- ✓ Free updates as your life changes



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