

KEY PERSON INSURANCE

Comprehensive Protection

Most businesses depend on a few people: a founder, a top salesperson, a technical expert. Losing one of them to death or serious illness can mean lost revenue, nervous lenders and clients, and the cost of finding and training a replacement.

Key person insurance from Nova Star Insurance Consultant gives your business the cash it needs to stay on course. We compare coverage from a wide range of Canadian carriers and help you set the right amount for each key person.

What is Key Person Insurance?

Key person insurance is a policy your company owns, pays for and is the beneficiary of, on the life or health of someone critical to the business. A life insurance death benefit is generally received tax-free by the corporation, and part of it may be paid out to shareholders as a tax-free capital dividend.

How Does Key Person Insurance Work?

Nova Star guides you through three steps:

- Identify key people: the owners and employees whose loss would hurt revenue or operations most
- Calculate the impact: lost profits, replacement and training costs, and debts that could be called
- Put coverage in place: the company applies for, owns and is the beneficiary of each policy

Life vs. Living Benefits: What's the Difference?

- **Key person life insurance** pays a lump sum to the business if a key person dies
- **Key person disability and critical illness coverage** pays if a key person becomes disabled or seriously ill and can't work

Premiums are generally not tax-deductible, so structure matters. Nova Star advisors will work with your accountant to recommend the right mix and amount of coverage.

Why Key Person Coverage Matters for Canadian Businesses

- The right key person coverage:
- Replaces lost profits while the business recovers
- Pays to recruit and train a replacement
- Reassures lenders, clients and suppliers
- Helps repay business loans that may be called
- Protects the value of the business for its owners

Company Profile

Nova Star Insurance Consultant is an independent insurance brokerage serving businesses and individuals across Ontario, Quebec, Alberta, Nova Scotia, New Brunswick, and Newfoundland & Labrador. As an independent broker, we are not tied to any single carrier — our only goal is finding you the right coverage at the most competitive rate.

Our licensed advisors handle all research, carrier comparisons, applications, and ongoing coverage reviews — so you don't have to. Whether you need protection for yourself, your family, or your business, Nova Star is your trusted partner for the long term.

Contact

For inquiries or to book a complimentary needs assessment, contact us:

☎ 647-520-6899 ✉ gaby@novastarinsure.com 🌐 www.novastarinsure.com

Nova Star Insurance Consultants *Simplifying Insurance, Securing Your Future.*