

LIFE INSURANCE

Comprehensive Protection

Life doesn't come with a warning. Without adequate coverage, the people who depend on you could be left struggling to cover everyday living costs, pay off a mortgage, or manage final expenses at the worst possible time.

The right life insurance policy from Nova Star Insurance Consultant makes sure your family won't face it financially alone. We compare coverage from a wide range of Canadian carriers, so you're never locked into one option, and we help you land on a policy that fits your life and your budget.

What is Life Insurance?

A life insurance policy pays a lump-sum death benefit to your named beneficiaries if you pass away while covered. In Canada, that benefit is generally received tax-free, which also makes life insurance one of the most tax-efficient ways to transfer wealth.

What Types of Life Insurance Are Available?

Nova Star compares three main types of coverage across Canadian carriers:

- **Term life:** coverage for a set period, typically 10, 20, or 30 years, and often the most affordable way to protect a mortgage, income, or children
- **Whole life:** lifetime coverage with fixed premiums and guaranteed cash value that grows over time
- **Universal life:** lifetime coverage with flexible premiums and an investment component for more complex financial goals

Term vs. Permanent: What's the Difference?

- **Term life insurance** covers you for a specific period and is typically lower cost
- **Permanent life insurance**, including whole and universal life, covers you for life and builds cash value over time

The right choice depends on what you're trying to protect and for how long. Nova Star advisors will compare both side by side and help you find the right combination for your situation.

Why Life Insurance Matters for Canadian Families

- The right life insurance policy:
- Replaces the income your family relies on
- Helps pay off a mortgage and other debts
- Covers final expenses so loved ones aren't left scrambling
- Costs less the younger and healthier you are when you apply
- Supports estate planning and leaving a legacy

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:

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