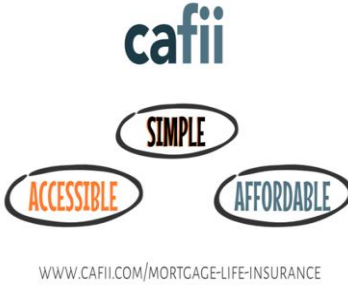


CAFII WEBSITE VIDEO – JOB LOSS INSURANCE

“What is job loss credit protection insurance?”

Final Draft, June 9, 2021

Audio	Story Board Description	Time	
Like many families, Dave and Susan have debt obligations and a number of payments to make each month. These include a mortgage, a car loan, a home equity line of credit, and a credit card.	Put family names on storyboard graphic: <i>Dave, Susan and a child named Todd</i>	13 sec	
As the main income earner, Dave is worried that should he lose his job, he and his family won't be able to make their monthly debt payments. So he asks his financial institution about Job Loss Credit Protection Insurance.		12 sec	
Dave discovers that this type of insurance is included with balance protection coverage, which he can purchase for his credit card. He also learns that some banks and credit unions also offer job loss protection as an “add on” to life insurance on mortgages and some types of personal loans.		18 sec	
Job loss insurance can help people such as Dave make certain debt payments for a period of time should he involuntarily lose his employment.		9 sec	
Dave's financial institution offers job loss insurance on some credit products. So he buys balance protection coverage on his credit card, and adds job loss coverage to his life insurance on his mortgage.		12 sec	
This means that should Dave involuntarily lose his employment, his job loss insurance will cover some or all of the monthly payments on his insured debt. These payments will continue for a specific period of time, or until Dave returns to work – whichever comes first.		18 sec	
Knowing they have Job Loss credit protection insurance in place gives Dave and Susan peace of mind. And they are not alone.		8 sec	
According to research, COVID-19 has		19	

raised the profile of insurance as an important option for consumers. This includes Job Loss Insurance, with 40% of survey respondents saying they had purchased it during the pandemic, an increase of 17% over 2018.			
CAFII: Making insurance simple, accessible and affordable		5 sec	
Total:		1 min, 54 sec*	

* Last version was 1 min, 31 seconds