

CAFII Website Video

Overview of LIMRA Research on Credit Protection Insurance for Canadian Homeowners

Audio	Visual	Time	Comment
Protecting your home and family: Understanding the gaps			
Life can be unpredictable, but there are steps you can take to protect your home and loved ones	CAFII and LIMRA logos fade in, centered on the screen, with a brief animation of a house appearing in the background	5 Sec	
A recent LIMRA study reveals that 80% of Canadian homeowners are either uninsured or underinsured, leaving them with less than the recommended seven to ten times their annual income in coverage.	A pie chart showing 80% of the circle in red, labeled as "Underinsured or Uninsured," with text defining "underinsured" at the bottom of the screen.	8 sec	Keith: I suggest we identify that this definition comes from FCAC
Low-income homeowners are particularly vulnerable, with 75% lacking sufficient insurance. This can leave them at risk of financial hardship.	A bar chart illustrating the percentage of uninsured and underinsured homeowners by income level, focusing on low-income groups.	8 sec	
Despite these risks, only 55% of surveyed homeowners with a mortgage, a home equity line of credit, or both have Credit Protection	An infographic showing 55% of homeowners with credit who have CPI, with an icon of a shield protecting a house..	8 seconds	

Insurance, or CPI. CPI can play an important role to help secure your financial future.			
However, there's a knowledge gap that exists among low-income homeowners, when it comes to understanding and accessing CPI.	A magnifying glass zooms in on the words "Knowledge Gap," then transitions to an image of a financial education seminar or consultation.	7 sec	
It's important to close this knowledge gap by increasing awareness and education around the benefits of Credit Protection Insurance, particularly for those at a higher financial risk.			
Credit Protection Insurance is an important option to help secure your financial stability	A visual of a home being secured by a shield with "CPI" written on it, with text overlaying: "CPI - Protecting 78% of homeowners.	7 sec	
For those homeowners with dependents, CPI is especially important. 61% of surveyed homeowners with a mortgage, a home equity line of credit, or both, are at risk of leaving their loved ones financially vulnerable. unprotected in the event of an unforeseen event.	Image of a family, with a house in the background, and text emphasizing "61% of homeowners with credit are at risk.	8 sec	Keith: is the last sentence at the bottom an alternative option?
Understanding your insurance options, including Credit Protection Insurance, is an important	A checklist with educational points such as "Explore CPI" and "Protect Your	8 sec	

component to securing your family's future.	Family," followed by the CAFII logo and website link		
CAFII: Helping you protect what matters most.	Protecting what's important" appears on the screen with a soft fade, ending with the CAFII and LIMRA logos.	5 sec	
			Keith: the last section should be our standard ending "Making insurance simple, accessible, and affordable"