


CAFII WEBSITE VIDEO – JOB LOSS INSURANCE

“What is job loss credit protection insurance?”

Final Draft, June 28, 2021 @ 1:30 pm

Audio	Story Board Description	Time	
Like many families, Dev and Carina have debt obligations and a number of payments to make each month. These include mortgage, car loan, home equity line of credit, and credit card.	Put the names <i>Dev and Carina on the screen.</i> They should be holding a boy’s hand whose name is Neel , also appearing on the screen. They should look like Canadians of heritage from India.	12 sec	
As the main income earner, Dev is worried that if he lost his full-time job, his family wouldn’t be able to make its monthly debt payments. So, he asks his financial institution about Job Loss Credit Protection Insurance.		13 sec	
Dev learns that this type of insurance may be available with balance protection coverage, which he can purchase for his credit cards. He also learns that some banks and credit unions also offer job loss protection as an “add on” to life or disability insurance on mortgages and some types of personal loans.		19 sec	
Job loss insurance can help people like Dev make certain debt payments for a period of time, should he involuntarily lose his full-time job.		9 sec	
Dev’s financial institution offers job loss insurance on some loan and 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	
Should Dev involuntarily lose his employment, his job loss insurance will cover some or all of the monthly payments on his insured mortgage and credit card. These payments will continue for a specific period of time, or until Dev returns to work – whichever comes first.		16 sec	
Knowing they have Job Loss Credit Protection Insurance in place gives Dev and Carina peace of mind. And they are not alone.		7 sec	
According to research, consumer	Show image of Pollara Strategic	18	

interest in credit protection insurance is growing. This includes Job Loss Insurance, with 41% of people surveyed saying they had purchased it during the past year, an increase of 17% over 2018.	Insights and title of study with date to show source of this information.		
CAFII: Making insurance simple, accessible and affordable		5 sec	
Total:		1 min, 51 sec	