

## Why should clients apply for mortgage protection

### What?

Facts and stats that highlight the importance of protection for your clients.

### Who?

Clients and prospects who are in the process of purchasing a home.

### How?

Mention these facts and stats to get the conversation started.

While your clients' home may be their greatest asset, their mortgage is often their greatest debt. Many people think nothing bad will ever happen to them, but with the rise of illness,<sup>1/2</sup> household debt at an all-time high<sup>2</sup> and Canadians carrying bigger mortgages,<sup>3</sup> financial protection is more important today than ever before. After all, what if a disability or death resulted in a large loss of income?



When you offer your clients Manulife Mortgage Protection Plan®, you're not only helping them protect their home. You're helping them protect their family and their future.



44%

**44% of MPP claims** are made within the first 2 years of a mortgage.<sup>4</sup>



1

2

3

**1 in 3 Canadians** will be disabled for 90 days or more before age 65.<sup>5</sup>



75%

**75% of Canadian households** would have difficulty paying everyday living expenses (like mortgage and housing costs) if the primary wage earner were to pass away.<sup>6</sup>



1

2

**1 in 2 Canadians** will develop cancer in their lifetime. Cancer can affect people of all ages.<sup>1</sup>



20%

**20% of deaths in Canada** are caused by heart disease, making it the second leading cause of death in Canada after cancer.<sup>2</sup>



10 months

**10 months** is the average length of time disabled claimants are off work.<sup>7</sup>



To learn more, contact your  
Director of Sales

#### Notes

<sup>1</sup> Canadian Cancer Society, Canadian Cancer Statistics, 2017

<sup>2</sup> Statistics Canada, 2018

<sup>3</sup> Manulife Bank Survey on Canadian Home Ownership, 2017

<sup>4</sup> Data from 10 years of Mortgage Protection Plan insurance claims

<sup>5</sup> Canada Life and Health Insurance Association, A guide to disability insurance, January 2016

<sup>6</sup> LIMRA, Canadian Life Insurance Ownership, Household Trends, 2013

<sup>7</sup> Mortgage Creditor Claims Reports, 2016.

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