

## Canadian LIC, The Leading Brampton Insurance Brokerage Launches It Campaign to Promote Financial Literacy



**Brampton, Ontario May 16, 2023** ([Issuewire.com](https://www.issuewire.com)) - Canadian LIC, a Leading Insurance Brokerage in Brampton, announced the launch of a new campaign aimed at promoting financial literacy among Canadians. The campaign aims to help individuals and families better understand their insurance coverage.

The Canadian Life Insurance industry has a long and rich history, dating back over 150 years. Today, it is a thriving and dynamic sector that plays a crucial role in the financial well-being of millions of Canadians.

Canada's Life Insurance Industry is highly regulated, with strict rules and standards in place to protect consumers. Insurance companies must adhere to stringent guidelines on everything from product design to marketing and sales practices. This ensures that Canadians can have confidence in the products and services provided by the industry.

In today's world, unexpected events can occur at any moment. Having life insurance coverage can ensure that your family is financially secure even in the event of an unforeseen tragedy. At Canadian LIC, we follow a personalized approach to every client, working closely with them to understand their individual needs and goals by taking the time to educate clients on the [various types of life insurance policies](#) available and ensuring that they make informed decisions that meet their needs and budget.

## Financial Literacy Is Crucial

Having financial literacy is crucial when it comes to making decisions about insurance. Here are a few reasons why:

Insurance is all about managing risks and costs. Sometimes it is also difficult to understand the policy terms without a solid understanding of financial concepts. Having financial literacy can help you understand the terms of the policy, what is covered, and what is not covered.

Understanding financial concepts such as income, expenses, and savings can help you budget for insurance premiums and other related expenses. This can help you avoid financial strain and ensure that you are adequately protected in case of an emergency.

We understand that every customer has unique insurance needs and budgets. Our insurance comparison service is designed to cater to each customer's individual requirements. We offer a wide range of policies, including life insurance, super visa insurance, business insurance, and more. We work with various reputable insurance providers, ensuring that our customers have access to the best possible policies at competitive prices.

"At its core, life insurance protects your loved ones from financial hardship in the event of your untimely death. It is a safety net that can provide your family with the means to cover funeral expenses, pays off outstanding debts, and even support them financially in the future. And we are committed to educate and help you find the right policy for your needs," said Harpreet Puri, CEO, of Canadian LIC Inc.

"We understand that shopping for insurance can be a daunting and time-consuming task," said Harpreet Puri. "Our website is designed to simplify the process and provide users with a clear, easy-to-understand list of quotes from multiple providers, so they can make an informed decision."

At [Canadian LIC](#), we understand the importance of finding the right life insurance policy for you and your family. We offer a range of policies to suit your needs and budget, and our expert advisors can guide you through the process to ensure that you make an informed decision.

## How Canadian LIC Works.

Before presenting any insurance coverage, we discuss and understand the client's unique needs and

take the time to ask questions and listen carefully to the client's responses to propose the right insurance plan.

Once we understand client's unique needs, we compare the available coverage options from different insurers, which includes insurance policies, coverage levels, and premiums to find the best fit for the client.

In the next step, we identify the best coverage options for our clients, we explain the coverage benefits, limits, exclusions, and premiums associated with the policy.

In the final step, we would recommend the best insurance coverage based on the client's needs and available coverage options. This recommendation would be tailored to the client's specific circumstances and address their concerns and priorities.

## **About Canadian LIC**

Canadian LIC is a full-service insurance brokerage committed to providing our clients with personalized insurance solutions that meet their unique needs and budget. With over 20-year years of experience in the insurance industry, we have built a reputation for excellence and customer satisfaction. Our team of licensed insurance professionals has the expertise and knowledge to help clients navigate the complex world of insurance and make informed decisions about their coverage. We offer a comprehensive range of insurance products and services. Whether our clients are looking for basic coverage or specialized policies, we have the resources and expertise to offer the right insurance solutions for them. We work with a wide network of top-rated insurance companies to provide our clients with a range of options and competitive rates. We take the time to understand our clients' unique needs and circumstances and then match them with the insurance provider that best meets those needs.

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Source : Canadian L.I.C. Inc

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