

NEWS RELEASE

Regulators Update Life Standards

Toronto – (May 30, 2002) Canadian consumers will soon benefit from enhanced standards for life insurance agents. On June 1, participating Canadian regulators will start to licence the first graduates of the new Life Licence Qualification Program or LLQP. The LLQP will be accepted as an option to the existing provincial requirements in all provinces except Quebec where an updated standard already exists. The new LLQP applies to new agents entering the field.

Jim Hall, Superintendent of Insurance in Saskatchewan and Chair of the Canadian Council of Insurance Regulators (CCIR) says that the LLQP is a positive step for the life industry as a whole. “The LLQP is a response to the changing needs of today’s consumers,” said Mr. Hall. He added, “regulators and the industry have responded to the changes in the marketplace with this significant upgrading of the standards for life insurance agents.”

Gerald Matier, Executive Director of the Insurance Council of British Columbia and Chair of the Canadian Insurance Services Regulatory Organizations (CISRO) said, “The LLQP benefits both agents and consumers. For agents, it will harmonize proficiency standards in all provinces except Quebec, and for the consumer it means that agents will have updated competency skills to provide sound insurance advice to their clients.” He added, “another advantage for agents is that with harmonized standards it will be easier to conduct business all over the country.”

Some of the areas covered in the new curriculum include, life insurance products, disability and accident and sickness products, insurance related investment products, and consumer needs analysis and risk management.

Provincial government approval for mandatory adoption is required in some jurisdictions.

A backgrounder on the LLQP is attached to this news release.

The Canadian Council of Insurance Regulators (CCIR) is an inter-jurisdictional association of regulators of insurance. Its mandate is to facilitate and promote an effective regulatory system in Canada to serve the public interest. CCIR works co-operatively with other financial services regulators to enhance consumer protection and to develop and harmonize insurance regulation across jurisdictions.

The Canadian Insurance Services Regulatory Organizations (CISRO) is an organization of licensing and regulatory authorities for insurance intermediaries across Canada.

Contact:

Grant Swanson
(416) 590 – 7120
Chair, Committee to Co-ordinate
Implementation of the LLQP and
Director, Licensing and Compliance Division
Financial Services Commission of
Ontario (FSCO)

En Francais:

Rowena McDougall
(416) 590-7176
Commission des services financiers de
l'Ontario (CSFO)