

Financial
services

People-first insurance and investments



beneva

Our long story, short

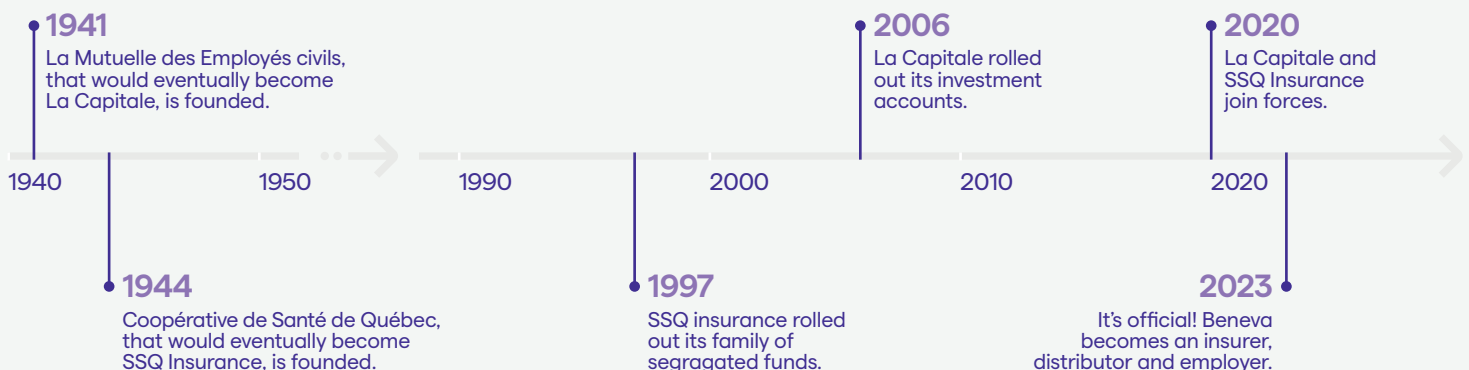
Beneva is a new player in the financial services industry, created by the union of two major Canadian insurers: La Capitale and SSQ Insurance. Our brand may be young, but our expertise is 75 years in the making. We have the experience and fresh new look to support your ambitions nationwide.

Unlike most of the competition, we're not publicly traded (we're a mutual), meaning we're free to invest in relationships, the community and the well-being of future generations. We're invested in making insurance and investing simpler, easier, and dare we say... friendlier.



Stronger together

Our journey to becoming Beneva



A comprehensive offer

We offer the convenience of a one-stop shop featuring tailor-made solutions to protect Canadians and help them reach their goals.

Life and health insurance

- Term
- Permanent and universal life
- Simplified and guaranteed issue
- Critical illness
- Disability

Savings and investments

- Investment accounts
- Segregated funds
- Guaranteed interest accounts
- Registered plans
- Annuities

We can help plan for every chapter:

- Buying a first home
- Going back to school
- Life projects
- Maximizing savings
- Retirement planning
- Estate planning

With a team in your corner

Efficient tools for standout service

We make sure advisors have everything they need to grow their practice and wow their clients. It's easy to work smart and fast with our intuitive business platforms (like our Advisor Centre!) and online tools.

Electronic Applications

Mobile Office

Illustration Software

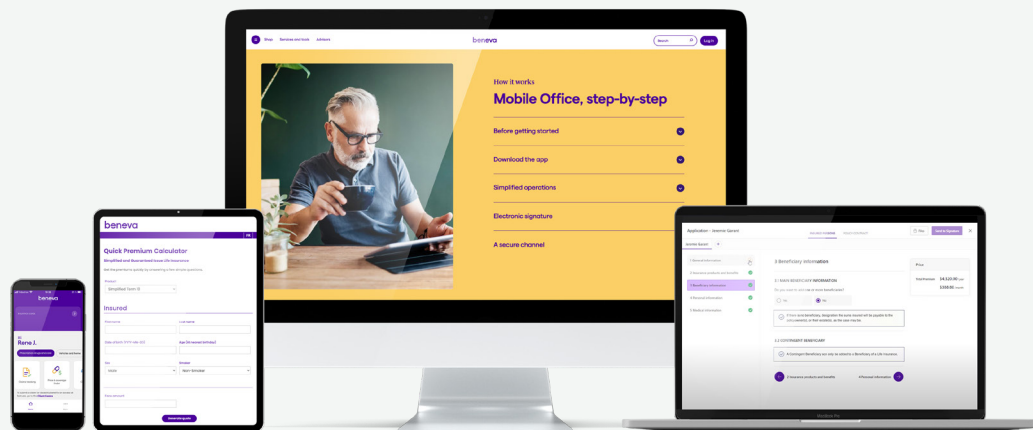
Collaboration at its best

Our partners can count on the support of seasoned professionals to help them execute solid financial plans, built portfolios and streamline administration.

Our people are trained to simplify the most complex policies and make them easy to understand.

And thanks to an open and continual feedback loop, we work to continually improve the experience of advisors and clients.

Advisor blog and podcast: Expert insights on trending and classic topics for that extra edge that translates into better recommendations.



Good people have you covered

Giving back to communities

We are proud to invest millions every year to support over 150 charitable organizations across the country.

Investing responsibly

Our private investments finance renewable energy, social infrastructure and cleantech companies to benefit future generations.

Finding strength in diversity

We want to lead change through innovation, and we're doing it by working together drawing on different expertise, talent and skills.

Enhancing your digital experience

We're hard at work to offer you the best insurance experience in Canada based on unparalleled simplicity.



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