



Willful is an online platform that makes it affordable, convenient, and easy for Canadians to create a legal will online.

Our mission is to use technology to provide simplified end-of-life planning and create resources that help demystify the current beliefs and fears around estate planning. Willful makes getting your affairs in order affordable, convenient, and comfortable. We want to bring these tough conversations out of the shadows and into the same circle as insurance, financial planning and investing.

Common Questions About Willful:



Are Willful wills legal in Canada?

Yes! Willful's platform was developed in collaboration with leading estate lawyers in every province we serve and as long as you meet the requirements for a legal will in Canada. Willful provides you with all the instructions on how to make your will legally binding. (Hint: No lawyer or notary required!)

Where is Willful available?

Willful is available to residents of Ontario, Alberta, Saskatchewan, Nova Scotia, Manitoba, New Brunswick, British Columbia, Quebec, Newfoundland and Labrador, and Prince Edward Island.

Why do Canadians need a will?

A will protects your family and loved ones. If you don't have a will, a government formula decides who gets your assets, and the courts decide who takes care of your minor children. Do you want to leave it up to the government and courts to decide? A will gives you a voice even when you're gone.

Benefits of Willful:



- ✓ **Affordable** - Willful is the fraction of the cost of visiting a traditional lawyer or notary. You can make a legal will with Willful starting from \$99.
- ✓ **Convenient** - Make your will from the comfort of your home in less than 20 minutes.
- ✓ **Customer Support** - Willful offers fully bilingual customer support for customers by phone, email, and live chat. We are here to guide you through the process!
- ✓ **Free Updates** - Willful offers free updates so you can update your legal documents as your life changes

Willful is not a law firm and cannot provide legal advice.

What Can you Do With Willful's Platform?



- ✓ Appoint an executor and backups
- ✓ Appoint a guardian and backups
- ✓ Appoint a guardian for your pet (and backups)
- ✓ Leave specific gifts to people you care about
- ✓ Decide how your assets will be divided
- ✓ Outline funeral and burial wishes
- ✓ Appoint powers of attorney for property
- ✓ Appoint powers of attorney for healthcare (living will)

Did you know?

- 01 18-34 year olds are now 16% more likely to have a will than those aged 35-54 (caring.com)
- 02 One of the top 3 reasons Canadians get a will is because it was **recommended by an advisor**

KEY STATS:

57%

of Canadian adults have not created a will or estate plan

66%

of Canadians don't know the end of life wishes of their spouse

Top life events that drive Canadians to get a will:



Buying a home



Birth of a child



Acquiring assets



Adopting pets



Relationships