Pro-Seminars

SSC # 113 – THE SANDWICH GENERATION: ADVISING CLIENTS SUPPORTING BOTH CHILDREN AND AGING PARENTS

This course is eligible for:

3.0 Life & A&S CE Credits if you have 1 license for both in BC, SK, MB & ON.

1.0 A&S CE Credits if your license is for A&S ONLY in BC, SK, MB & ON.

3.0 Life & 1 A&S ONLY CE Credits for AB.

Target Audience

This course is designed for licensed Canadian Life & A&S financial professionals who advise households balancing multi-generational responsibilities. It is appropriate for life-licensed insurance advisors, financial planners, CIRO-registered investment advisors, mutual fund representatives, group benefits advisors, elder-planning specialists, and professionals serving mass-affluent, HNW, blended families, and late-life households.

Course Purpose

The purpose of this course is to enhance advisor competency in supporting clients who are financially responsible for two generations. Advisors will learn to integrate insurance planning, tax strategies, retirement projections, elder-care planning, and estate considerations into a cohesive, client-centred plan. The course emphasizes behavioural coaching, suitability documentation, and regulatory expectations across Canadian jurisdictions.

Learning Objectives

By the end of this course, advisors will be able to:

1. Define the Sandwich Generation and explain its demographic and economic drivers.
2. Identify financial risks and behavioural stressors affecting dual-responsibility households.
3. Conduct a comprehensive needs analysis that incorporates multi-generational dependencies.
4. Evaluate insurance solutions appropriate for caregivers and dependents.
5. Apply tax-efficient and retirement-income strategies that preserve long-term financial security.
6. Assess long-term care and elder-planning needs, including provincial programs and private-pay options.
7. Integrate estate planning and intergenerational wealth transfer considerations.

8. Demonstrate compliance-aligned practices for suitability, disclosure, and documentation.
9. Communicate effectively with stressed or overwhelmed clients using behavioural-finance techniques.