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for Canadian Families



The smarter, easier way to create your will

- ✓ Create your legal will online from the comfort of your home
- ✓ Plans starting from as low as \$99
- ✓ No lawyer or notary required
- ✓ Enjoy easy updates at any time



"We were floored with the process.
Simple, efficient, just amazing,
thank you Willful for existing."

Kelly & Chuck D., Willful Customers

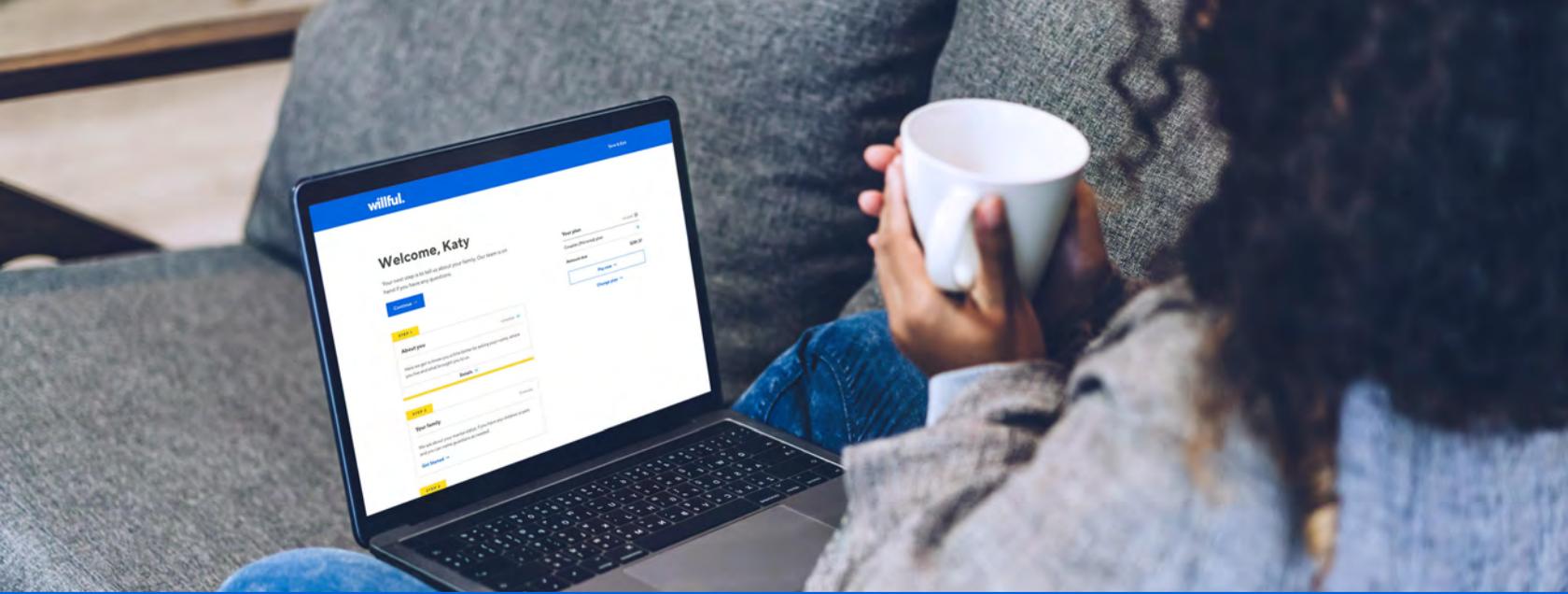


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Your will is the key to a complete financial plan

Willful guides you every step of the way

Legal, trusted, secure

Willful documents are approved by lawyers in your province so you can enjoy peace of mind knowing your estate plan is legally-secure.

For more estate planning resources
check out our Learn Centre
at willful.co/learn

What most people believe they'll need to create a will:

- A complete list of your financial assets, bank accounts, or RRSP information
- A Lawyer, Notary Public, or Commissioner of Oaths
- A law degree or a stress coach
- Tons of time & money

What you actually need to complete your will:

- The full names of your loved ones (children, siblings, other trusted family and friends)
- Ideas around who should benefit financially from your estate, and at what age
- Thoughts about sentimental or personal gifts to leave behind
- A short list of people you would trust with your medical and financial decisions

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