

# Bolstering the balance sheet: A summary

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As Canadian-Controlled Private Corporations (CCPCs) grow, they employ a comprehensive team of professionals to manage their complex and expanding interests. CPAs can deliver significant value to their clients by seeing the opportunity that permanent insurance offers as a tax-efficient asset.

*The cash value within a permanent insurance policy can bolster a corporation's balance sheet, and help solve three significant problems for business owner clients:*

-  **1.** Minimizing corporate tax during lifetime asset accumulation
-  **2.** Minimizing tax at death through the capital dividend account
-  **3.** Preserving and improving liquidity for the business

Rather than an expense, permanent insurance can add to a corporation's income and strengthen the balance sheet. Creating strong links between CPAs and insurance professionals can help satisfy client needs in innovative ways.

***For more information about the benefits of corporate-owned insurance, check out the full [whitepaper: Bolstering the balance sheet](#)***

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