

Why Nolos

As a society, I feel that we must find a way to simplify, democratize and reach out to families enabling individuals to step up and claim control over their destiny. That is why Nolos is born. Our vision is to raise financial and estate planning to the level of common good and to its simplest expression thus empowering over 75% of Canadian families without proper safeguards with their legal and financial planning.

How tragic it is to witness what a family and its loved ones go through when a loved one passes away or becomes seriously ill without proper legal and financial planning. The true tragedy is that we know how important it is and for many what to do, and yet most of us defer acting on it.

Throughout my 20 years in the financial sector, I witnessed firsthand the cost that families and communities pay when the basics are not addressed and covered. I always wondered why? Some would state the lack of motivation, accessibility, time or understanding; others claim that barriers are around pricing, complexity, and heavy processes, few brutally honest individuals would site procrastination or simply setting priorities at the top of the list. All reasons seem legitimate depending on context and people.



Imagine if from the comfort of your home, at your own pace and with few clicks, you would be able to draft your will, buy your life insurance even decide on your funeral arrangements if you wish and much more. At Nolos we want to inspire and enable you to benefit from the first one-stop shop in Canada using a simple, digital, and integrated all-in-one approach to help you fill this void once and for all. We hope that you would initiate the process for you, first and foremost; for them; and, for good.

We are thrilled to acknowledge that when given such opportunity, you would do the right thing and help us give life to our mission of empowering people take control over their lives & legacies.

Jason Barakat

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President and Chief executive officer