

New Ontario life and health MGA licensing framework set to launch June 1, 2026

May 16, 2025

As part of its commitment outlined in the [*2024 Ontario Economic Outlook and Fiscal Review*](#), the Government of Ontario is moving forward with the new licensing framework for life and health insurance Managing General Agents (**L&H MGAs**). This highly anticipated framework is expected to launch on June 1, 2026, following the conclusion of the Financial Services Regulatory Authority of Ontario's (**FSRA**) public consultation on [*Proposed Rule 2025-001*](#), which closed on April 30, 2025. The Ontario government's commitment to the new framework was reiterated in its 2025 budget, introduced on May 15, 2025.

Adapting to a Changing Distribution Landscape

The new framework will formally establish a distinct licensing L&H MGAs in Ontario. In addition to setting out licensing eligibility criteria, renewal and expiry rules, and suitability standards, the framework empowers FSRA to prescribe additional functions and activities that would bring an entity within the scope of L&H MGA regulation.

This initiative responds to the industry's shift away from traditional insurer-driven distribution models toward one in which MGAs now serve as the primary channel for the distribution of individual life and health insurance products in the province.

Enhancing Consumer Protection and Clarifying Responsibilities

The Proposed Rule is intended to ensure that consumers are treated fairly and consistently, and that they receive advice from well-trained and properly supervised agents. It also enhances compliance by clearly defining the roles and responsibilities of L&H MGAs, sub-MGAs, insurers, and agents.

Under the new framework, licensed MGAs will be required to implement compliance systems and adhere to new standards of practice, ensuring that consumers have access to knowledgeable, professional agents who are properly screened.

Insurer Accountability and Risk-Based Oversight

The framework also introduces clearer oversight expectations for insurers. While MGAs may handle the day-to-day supervision of agents, insurers will ultimately be responsible for maintaining compliance systems that are reasonably designed to ensure that agent oversight results in suitable conduct and compliance with applicable insurance laws.

Contact Us

For more information or assistance in preparing for the implementation of Ontario's new licensing framework for life and health MGAs, please reach out to the authors or any of the key contacts listed below. We would be pleased to support you with assessing the impact of the new framework on your operations, developing or updating compliance systems, reviewing agent oversight practices, or addressing any other matters related to this evolving regulatory landscape.

By

[Rick Da Costa](#), [Erin VanderVeer](#), [Arpiné Danielyan](#), [Guillaume Talbot-Lachance](#), [Hannah Ross](#)

Expertise

[Banking & Financial Services](#)

BLG | Canada's Law Firm

As the largest, truly full-service Canadian law firm, Borden Ladner Gervais LLP (BLG) delivers practical legal advice for domestic and international clients across more practices and industries than any Canadian firm. With over 800 lawyers, intellectual property agents and other professionals, BLG serves the legal needs of businesses and institutions across Canada and beyond – from M&A and capital markets, to disputes, financing, and trademark & patent registration.

blg.com

BLG Offices

Calgary

Centennial Place, East Tower
520 3rd Avenue S.W.
Calgary, AB, Canada
T2P 0R3

T 403.232.9500
F 403.266.1395

Ottawa

World Exchange Plaza
100 Queen Street
Ottawa, ON, Canada
K1P 1J9

T 613.237.5160
F 613.230.8842

Vancouver

1200 Waterfront Centre
200 Burrard Street
Vancouver, BC, Canada
V7X 1T2

T 604.687.5744
F 604.687.1415

Montréal

1000 De La Gauchetière Street West
Suite 900
Montréal, QC, Canada
H3B 5H4

T 514.954.2555
F 514.879.9015

Toronto

Bay Adelaide Centre, East Tower
22 Adelaide Street West
Toronto, ON, Canada
M5H 4E3

T 416.367.6000
F 416.367.6749

The information contained herein is of a general nature and is not intended to constitute legal advice, a complete statement of the law, or an opinion on any subject. No one should act upon it or refrain from acting without a thorough examination of the law after the facts of a specific situation are considered. You are urged to consult your legal adviser in cases of specific questions or concerns. BLG does not warrant or guarantee the accuracy, currency or completeness of this publication. No part of this publication may be reproduced without prior written permission of Borden Ladner Gervais LLP. If this publication was sent to you by BLG and you do not wish to receive further publications from BLG, you may ask to remove your contact information from our mailing lists by emailing unsubscribe@blg.com or manage your subscription preferences at blg.com/MyPreferences. If you feel you have received this message in error please contact communications@blg.com. BLG's privacy policy for publications may be found at blg.com/en/privacy.

© 2026 Borden Ladner Gervais LLP. Borden Ladner Gervais LLP is an Ontario Limited Liability Partnership.