

***Long-Term Care:
Having the RIGHT Conversation with your Clients***

Here are some points to keep in mind as you plan these discussions with your clients:

- Think of your clients age 50-75. If asked, I am sure most would say they hope to live a long life. A key consequence of living a long life is that most of us will get sick or hurt and need some help along the way.
- And if that happens... Which of their assets would they want to sell first? How much care would that asset buy?
 - A \$100,000 CD only buys \$100,000 of care. BUT...what if that \$100,000 CD could buy \$200,000; \$300,000; \$400,000; or more of care?
- Most of your clients are self-insuring for this unknown expense. The problem is that they are probably unintentionally self-insuring for this significant retirement risk.
- In today's environment, there are many solutions other than a stand-alone LTC policy.
 - What if you could show them a solution that has guaranteed rates, cost/design flexibility, and guarantees a benefit or even a return of premium if they change their minds?
- What about your affluent clients who can self-insure? Consider the resources available with select policies, such as care coordination or concierge services.

Bottom line, while it is important to always have the discussion with the client about LTC needs in retirement, it is also important to focus on how best to position that discussion. If you have questions now or at any time, don't hesitate to let us know. We are here to assist every step of the way.