



STARTING THE LTC CONVERSATION

LTC AWARENESS MONTH IS THE PERFECT OPPORTUNITY TO TALK TO YOUR CLIENTS ABOUT THE IMPORTANCE OF LTC.

Simple ways to Approach the Conversation:

"Which asset would you liquidate in order to afford LTCi?"

This question will make clients seriously consider the fact that not having LTCi would mean they'd have to choose which of their assets to liquidate in order to pay for care.

"If you suddenly found yourself in need of LTC tomorrow, how would you pay for it?"

The reality that many clients don't think about is that a long-term care event can happen at anytime. Ask this question to show your clients how you can help them design a plan.

"Did you know your family members can be paid for providing care for you in an LTC situation?"

Many clients aren't aware of the Cash Benefit option. This will provide payment to a client's family in order to keep them in their home and relieve stress for both the client and their family members.

To watch our most recent webinar on Starting the LTC Conversation, [CLICK HERE](#).

Our Marketing Team has lots of other tools available to help you start the LTC conversation with clients!
Give us a call at (800) 672-7202 for details.



(800) 672-7202

**For access to more LTCi selling tools,
join our Facebook group [HERE](#).**