

 **SecureCare tax sales success e-toolkit**

SecureCare Universal Life is a hybrid policy combining the benefits of long-term care (LTC) protection with the guarantees of life insurance. SecureCare:

- Provides a cash LTC benefit clients can use however they want
- Helps shield loved ones and assets from the impact of LTC expenses
- Leaves a tax-free death benefit to beneficiaries
- Offers reduced paid-up benefits¹ or return of premium² if needs change

Plus, clients may be able to take advantage of SecureCare's unique premium structure, which offers potential tax deductions and savings. Inside this toolkit, you'll find a turn-key sales process – complete with prospecting tips and sales tools – to help you leverage this opportunity.



Discover how to use tax-advantaged dollars for LTC planning

Contact us

1. Reduced paid-up benefits refers to the reduced paid-up nonforfeiture benefit that purchases paid-up insurance in the event of premium lapse.

2. Upon surrender, the policy owner will receive the surrender value proceeds. The surrender value proceeds may not equal the sum of premiums paid. Surrenders are subject to a return of premium vesting schedule. Policies that are fully vested are eligible for a full return of all premiums paid.



Step 1

Read the [SecureCare tax guide](#) for an overview of SecureCare's premium structure and the opportunities it creates.

Incorporate these two questions into your LTC sales process:

1. "Do you have a health savings account (HSA)?"
2. "Are you a business owner?"

If the answer is yes to either question, that's your cue to look at SecureCare.

Step 2

Clients with HSAs

Show them how they can use their HSA to help pay for a SecureCare policy.

Be on the lookout for older prospects (between 61 and 71 years old) who have a well-funded HSA as they stand to potentially gain the most from this strategy.

Sales tool for you

[Using HSA dollars to pay for LTC](#)

Sales tool for consumers

[LTC tax deduction worksheet: individual](#)

Step 3

Clients who are business owners

Explain how they can fund their own LTC needs with business dollars and provide key employees with LTC coverage.

If your client has a business partner, make sure to present this strategy to them, as well. The partner may wonder why their own financial professional didn't offer this solution – giving you a new client who's just a follow-up phone call away.

Sales tools for you

[Sole proprietor, S corporation and partnership](#)

[Key employee coverage and C corporation owner/employee](#)

Sales tools for consumers

[LTC tax deduction worksheet: key employee and C corp](#)

[LTC tax deduction worksheet: S corp](#)

[Tax reference guide: LTC policies offered as an employee benefit](#)

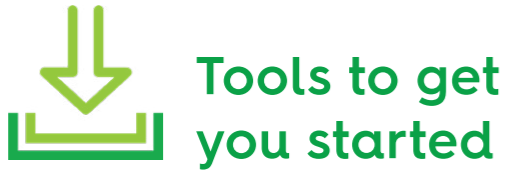
Bonus tip

Clients can use the consumer tax reference guide and tax deduction worksheet to help their tax professional understand the strategy.



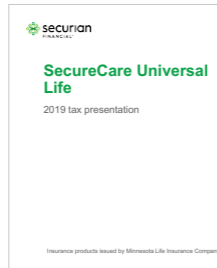
The collage includes several documents from Securian Financial:

- Taxation Guide:** Explains that in 1996, the Health Insurance Portability and Accountability Act (HIPAA) outlined requirements for qualified long-term care (LTC) policies under the Internal Revenue Code (IRC) section 7702B. It also defines a linked-benefit contract with qualified LTC features as a 7702B policy.
- Using pre-tax dollars to pay for long-term care:** Discusses how SecureCare Universal Life's (SecureCare) unique policy design allows clients to use HSA dollars to help pay for future long-term care (LTC) needs. It includes a table for Howard, age 67, showing a \$105,000 SecureCare policy with a \$15,000 annual premium for 7 years.
- Tax-advantaged dollars for long-term care:** Focuses on key employee coverage and C corporation owner/employee. It describes how a company can create a valid class of employees and how the policy works for Chelma, age 60, with a \$100,000 SecureCare policy and a \$20,000 annual premium for 5 years.
- Employee: Long-term care (LTC) tax deduction worksheet:** A worksheet for employees and C corporation owner/employees, including a flow diagram showing the path from Company to SecureCare to Employee (C corp owner/employee) and a table for tax implications.



Financial professional materials

[SecureCare tax presentation](#)



[SecureCare tax guide](#)



[Tax-advantaged dollars for LTC sales ideas](#)

[Individual with HSA](#)

[Sole proprietor, S corporation and partnership](#)

[Key employee coverage and C corporation owner/employee](#)

Using pre-tax dollars to pay for long-term care

Tax-advantaged dollars for long-term care

Tax-advantaged dollars for long-term care

Tax-advantaged dollars for long-term care

Consumer materials

[Tax deduction worksheets](#)

[Individual](#)

[Sole proprietor, S corporation and partnership](#)

[Key employee coverage and C corporation owner/employee](#)

Individual: Long-Term Care (LTC) Tax deduction worksheet

Business owner: Long-Term Care (LTC) Tax deduction worksheet

Employee: Long-term care (LTC) tax deduction worksheet

[Tax reference guide: LTC policies offered as an employee benefit](#)



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[Check out the SecureCare video resource library](#)



Insurance policy guarantees are subject to the financial strength and claims-paying ability of the issuing insurance company.

Please keep in mind that the primary reason to purchase a life insurance product is the death benefit.

Life insurance products contain fees, such as mortality and expense charges, and may contain restrictions, such as surrender periods.

Additional agreements may be available. Agreements may be subject to additional costs and restrictions. Agreements may not be available in all states or may exist under a different name in various states and may not be available in combination with other agreements.

SecureCare may not be available in all states. Product features, including limitations and exclusions, may vary by state.

SecureCare Universal Life Insurance includes the Acceleration for Long-Term Care Agreement. The Acceleration for Long-Term Care Agreement is a tax qualified long-term care agreement that covers care such as nursing care, home and community based care, and informal care as defined in this agreement. This agreement provides for the payment of a monthly benefit for qualified long-term care services. This agreement is intended to provide federally tax qualified long-term care insurance benefits under Section 7702B of the Internal Revenue Code, as amended. However, due to uncertainty in the tax law, benefits paid under this agreement may be taxable.

This information is a general discussion of the relevant federal tax laws provided to promote ideas that may benefit a taxpayer. It is not intended for, nor can it be used by

any taxpayer for the purpose of avoiding federal tax penalties. Taxpayers should seek the advice of their own advisors regarding any tax and legal issues specific to their situation.

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