Long-Term Care Insurance

Sales Idea:

Traditional Long-Term Care Insurance
Can be the Perfect Solution
for the Middle Market

There are a variety of options available to help with long-term care planning. While each may have unique benefits for your clients, when it comes to the middle market, standalone LTCi may make more sense.

Who Are Middle Market Buyers?

The definition of what it means to be "middle market" is a moving target. It depends on where you live and which numbers are used at the top and the bottom of the scale. Generally speaking, middle market buyers fall into the $50k to $150k annual income per household category.

Often, these buyers own a home, but have a mortgage. They own a car, but they have a loan or lease. They may not live paycheck to paycheck; however, may be reluctant to pay large annual premiums or lump sum payments.

Why Traditional LTCi

These middle market buyers need long-term care solutions that are affordable and manageable. With some types of policies, oftentimes clients are required to reposition their assets that are earmarked for other things. Instead, a standalone LTCi policy can be viewed as an affordable monthly payment, similar to their cell phone bill.

Traditional LTCi is also customizable to fit the needs of each individual based on their needs and financial situation. These benefits may be added to a policy at an additional cost:

Inflation Protection – Increases policy benefits by a specified percentage each year to help cover the rising cost of long-term care services

Cash Benefit – Provides cash to pay for any cost associated with LTC expenses

Shared Care – Allows a policyholder to access a portion of the benefits of their partner's identical policy if they exhaust their benefits and still need care

Return of Premium – Refunds a portion of the premium paid, less any benefits you received under the policy

Offering a Solution

So, how can you make this customization and affordability easy for your clients?

Use the MutualCare Solutions software **Set Target Premium** feature. It allows you to offer a policy at the desired premium your clients want while building the benefits around the premium.

Set Target Premium can also be used to create good, better, best examples for your client to compare benefit options, inflation percentages and any optional benefits they think they might need.

Downloading the software is easy. Just go to Sales Professional Access to the Long-Term Care page and scroll down to the resource section and click on MutualCare Solutions Software.

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