



LIMITED & EXTENDED CARE  
PLANNING CENTER

# Welcome to the NAIFA LECP Center | Rethink Long-Term Care

## About the Center

The Limited & Extended Care Planning Center is the result of collaboration by a set of founding sponsors that were carefully chosen to represent the various categories of businesses that exist in the long-term care sector of the financial services industry. Founding sponsors include organizations in the following categories:

- Distribution Specialists
- Education & Certification
- Carriers & Corporations

Each sponsor has contributed subject matter experts and oftentimes, proprietary, source content to create the first-ever digital hub for financial advisors. Additionally, NAIFA has curated publicly-available content from non-profits, universities, government and social service organizations.

## Educating the Financial Advisors of Main Street USA

The National Association of Insurance & Financial Advisors (NAIFA) is the largest and oldest association historically representing producers. With the largest PAC in the space, NAIFA

advocates at the local, state and national levels on behalf of captive and independent advisors across all lines of authority. As of January 1, 2019, NAIFA adopted new bylaws that radically changed the structure of the organization and provided additional membership categories to reach beyond producers to include all facets of the financial services industry.

NAIFA represents Main Street USA and our advisors' clients are the businesses and families of middle America. With the impending long-term care crisis facing the middle and lower classes, NAIFA established the LECP as the first of its kind to aggressively target current members that hold outdated viewpoints and product knowledge of long-term care.

With a current declining membership of 24,000 advisors due to retirement and exiting the business and faced with estimates that show that 400,000 insurance jobs will stand empty in the next 10 years, NAIFA has set a course for growth and innovation. As part of this growth strategy, NAIFA saw the need to go direct to



consumers to educate them on options for caring for themselves and their families, as well as driving up the demand for a NAIFA advisor that ascribes to the highest ethical standards and has the latest information. The LECP Center is a critical resource for any modern advisor that needs expert advice and a network to which to turn for solving cases.

## Audiences & Channels for the Center:

The LECP Center serves both the financial advisor community through the LECP site, as well as direct-to-consumers through **AdvisorsYouCanTrust.org** site. Each contributing sponsor has the ability to contribute content to both audiences and leverage NAIFA's distribution channels that include 50 state chapters and 40 local associations.

## Contributing to the Center:

Sponsors are the key contributors to the Center and benefit from the ability for NAIFA to distribute their thought leadership to target audiences that extend outside of their normal client and prospective client circles. NAIFA serves as the facilitator and promoter of the content hub to both advisors and consumers and allows both audiences to directly connect with subject matter experts from sponsoring companies. The Center generates both awareness and qualified leads directly to sponsors with NAIFA never serving in a lead collection/distribution role.

## Key Benefits of Sponsorship:

Inclusion in the Limited & Extended Care Planning Center Advisory Board

Limited & Extended Care Planning Center Sponsor lettermark for use in your materials

Positioning as a subject matter expert and thought leader by contributing content direct to financial advisors and consumers

Speaker for videos, webinars, panels and conference sessions

Attendee/Exhibitor at NAIFA's Performance + Purpose annual conference

Attendee at NAIFA's annual national Congressional Conference

Logo placement on NAIFA websites including [www.naifa.org](http://www.naifa.org), [advisorsyoucantrust.org](http://advisorsyoucantrust.org), [mainstreetusa.naifa.org](http://mainstreetusa.naifa.org), Advisor Today and NAIFA.org blogs

Consistent social media mentions for your subject matter expert(s) and company to consumers (as appropriate) and financial advisors using NAIFA National and NAIFA state social media channels



## Interested in Learning More:

**Carroll Golden, CLU, ChFC, CLTC, CASL, FLMI**  
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