



# Health & Wealth RETIREMENT SYSTEM

ASSET-BASED LONG-TERM CARE

**LEARN | MARKET | IMPLEMENT** As life expectancies continue to rise, more and more Americans are blessed with longer lives. For some people, that means a longer retirement. For others, it means more time to work. For still others, it means living long enough to develop health problems that require advanced care.

That last group is the one we don't always talk about. With longer life expectancies, more of us end up needing long-term care. Fortunately, helping people prepare for the financial impact of long-term care can be easier than you think.

Our Health and Wealth Retirement System takes you and your clients on an exploration of their options for long-term care. By educating them on options including Asset-Based Long-Term Care, you help them ensure their strategy matches their goals in retirement. The three-step process is simple for you and ensures you provide all the information your clients need.

## LEARN

- LTC Tax Deductions Webinar
- LTC Tax Deductions Flowchart
- LTC Agent Webinar & Product Presentation
- How to Position LTC Webinar
- Recording of Seminar Presentation



## MARKET

### Marketing Prospecting Tools

- Infographics, Digital & Print Versions
- Social Media Posts
- Landing Page Example
- Email Example

### Calls to Action

- LDQ Analysis and Lifetime Benefit Plan
- Prospecting Direct Mail Postcard
- Seminar Flyer



Most people don't often think about long-term healthcare and what it would do to their families and their finances. The bottom-line is that most people will need some kind of long-term care after they turn 65. Planning now for long-term care later, can prevent a crippling financial hit.

Join (AGENT) on (DATE) at (LOCATION) for a free educational event what will highlight the ins and outs of long term care. During the event, you'll learn:

- Strategies for protecting your assets from the high-cost of retirement healthcare expenses.
- How to measure your options for home care, assisted living, and nursing homes.
- How to utilize your assets to make sure you're never reliant on your children, or the state, during retirement.
- The cost of long-term care services and solid strategies for covering those costs.

## IMPLEMENT

- Preparing for a Healthier Future Seminar Presentation
- Lifetime Benefit Plan & LDQ Poster
- LTC Planning Workbook
- LDQ Analysis Report

