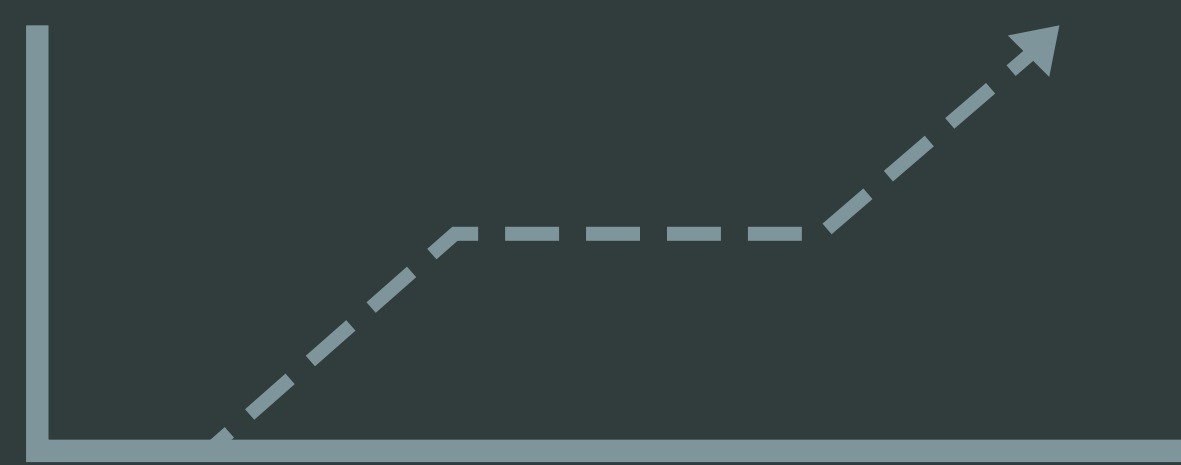


Starting The Long-Term Care Conversation

Many clients don't see the necessity for long-term care in their financial future. But that doesn't mean it won't be needed. Who needs to convey that to them?

Hint: It's you.

Here are some facts why long-term care makes sense now, with some phrases to use to start the conversation.



56% rise in estimated long-term care costs by the year 2030

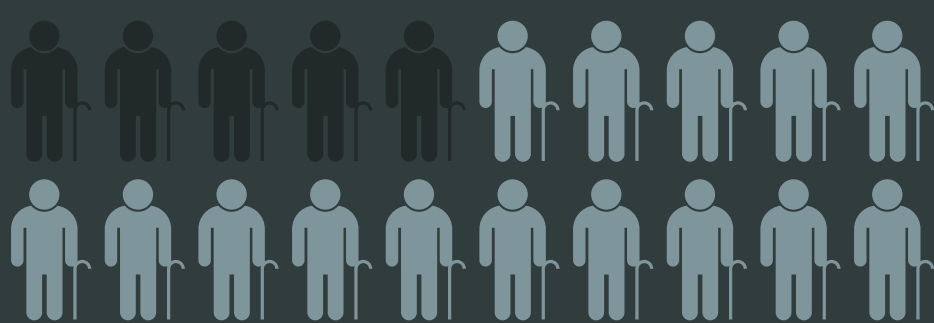
1 YEAR AFTER ENTERING A NURSING HOME

OVER **50%** OF AMERICANS SPEND THEIR ENTIRE SAVINGS

By The Numbers

75%

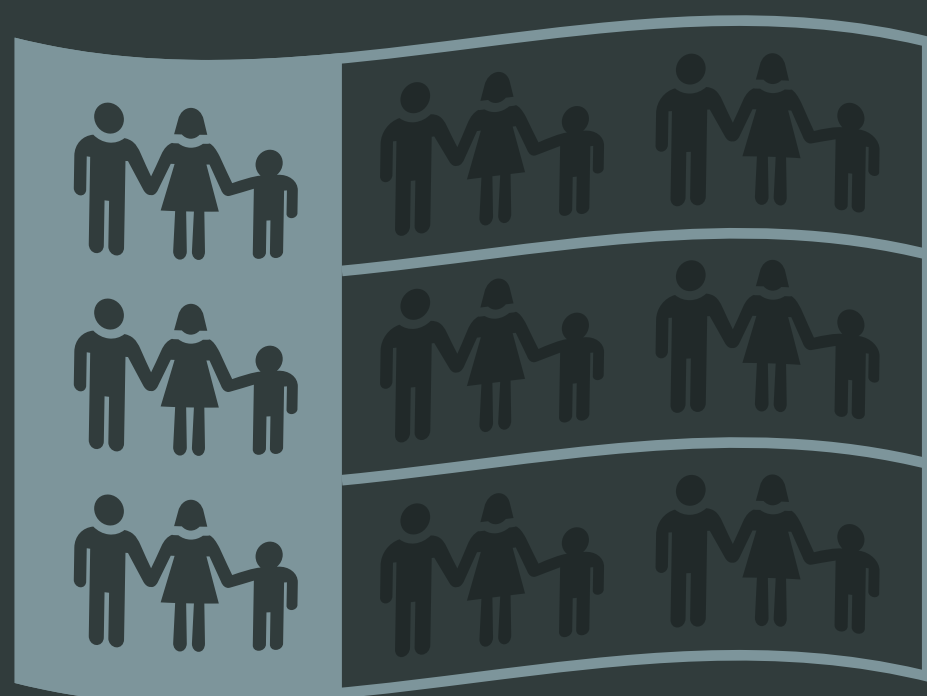
of people 65 and older will need long-term care services in their lifetimes



14%

of people will need long-term care services for more than...

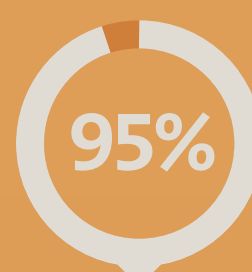
FIVE YEARS



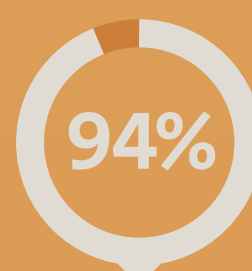
33%

of American workers will be faced with providing long-term care for Baby Boomer parents by 2020

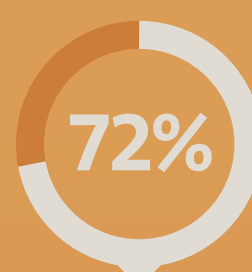
Why Talk Long-Term Care?



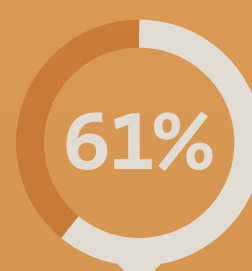
of advisors view long-term care as an **integral part of retirement planning**



of advisors say **people wait too long** before discussing long-term care options



of Americans worry they **won't be able to provide adequate care** for family members in need of LTC



of **sons and more than 50% of daughters** hope not to become their parents' caregivers



of advisors agree that **long-term care coverage provides effective tax strategies** that self-insuring does not



Frame Your Pitch

Try these phrases during your next LTC client presentation

"Think of it as portfolio insurance."

"When your health changes, not if."

"Look through a telescope, not a microscope."

"Let's reframe your thinking."

"LTC helps avoid poverty."

"LTC is a wealth protection tool."

"One day, you won't be looking this great"

Sources:

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