

Not Contracted Yet? Call us today to boost YOUR sales!

AIM AMERICAN INDEPENDENT
MARKETING

AN INTEGRITY COMPANY

800-672-7202

Western half of USA (+MI, ME, NH, NY &
VT)

Marketing@WhyAIM.com

800-842-7799

Eastern half of USA

Marketing@GoldenCare_USA.com

 **GOLDENCARE**
Planning Today For A Secure Tomorrow

AN INTEGRITY COMPANY



LTC vs Hybrid

The Gloves Are Coming Off!



Special Guest Presenter:

Jeff Clark

Regional Director, GoldenCare



The Demand for Long-Term Care has never been higher.

“There is no one universal kind of LTC product or strategy that is always the best or worse... there are simply multiple different ways to fund the LTC coverage.”



**WHAT ABOUT
RATE INCREASES ON
TRADITIONAL LONG-
TERM CARE POLICIES?**

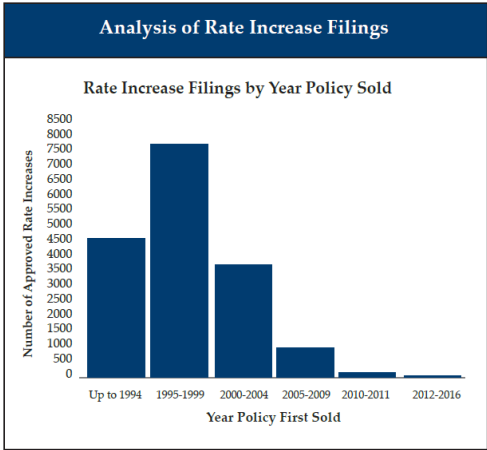
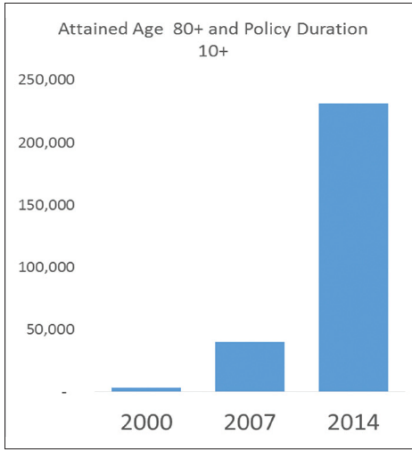
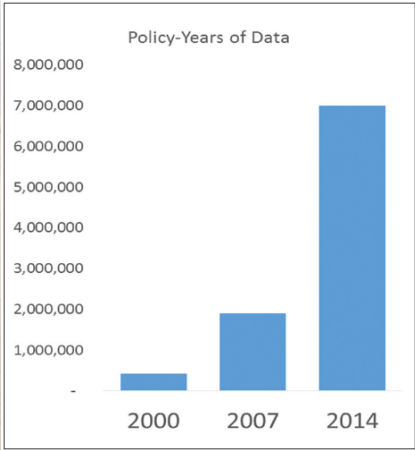
Let's Discuss Traditional LTCi Rates...

- FACT – modern LTCi policies are much more price stable than any prior product generation
- SOA's pricing study shows that the underlying actuarial pricing assumptions has been "derisked"
 - Lapse Rates – Now set at <1%
 - Investment Returns – Now set at lowest ever
 - Claim Rates – more conservative than ever, with an additional margin for error required by law
 - Increased Data – 16x more policy data & 70x more claims data compared to 15 years ago
 - Regulatory Requirements (consumer value, company penalties, margins for error, actuary certifications)

"Long Term Care Insurance is Too Legit to Quit" Broker World Magazine, March, 2017



Today's Policies Are Very Rate Stable...



Issue Year	Chances of a Rate Increase	Average Projected Increase
2000	40%	34%
2007	30%	18%
2014	10%	10%

“Long Term Care Insurance is Too Legit to Quit” Broker World Magazine, March, 2017



Reasons to Sell or Buy a Hybrid Life & LTCi product.....

- Rolling over or re-positioning old Life or Annuity contracts with a “tax-free” or other exchange of some kind
- Uninsurable health risks for a traditional LTCi (Annuities are a better fit)
- Desire to receive a 100% cash-benefit
- Clients that absolutely refuse to purchase LTCi for whatever reason
- Guaranteed or Paid-up Premiums (Available with traditional LTCi)

Reasons **not** to Sell or Buy a Hybrid Life & LTCi product.....

- The Fear of “Use It or Lose It”

LTC & Unparalleled Flexibility Long/Skinny Design vs Short/Fat Design



Long/Skinny

- Monthly Maximum Benefit \$4500
- 5 year Benefit Period
- 100% Assisted Living
- 5% Compound Inflation Rider
- **Policy maximum \$270,000**
- Annual Premium: **\$11,488.30**

Short/Fat

- Monthly Maximum Benefit \$7500
- 3 year Benefit Period
- 50% Assisted Living
- 3% Compound Inflation Rider
- **Policy maximum \$270,000**
- Annual Premium: **\$8,601.77**

Future Maximum Monthly Benefit

Now - \$4,500
10 years - \$7,328
20 years - \$11,936
30 years - \$19,444

Now - \$7,500
10 years - \$10,081
20 years - \$13,547
30 years - \$18,205

Premiums are based on married couple, both age 60, Standard Health, 90-day elimination period

LTCi vs Pacific Life Hybrid (10-Pay)*

Benefits: \$330K/\$5K LTCi Benefit with 3% compound or \$120K Death Benefit

Married Couple: Male (65) & Female (60), Standard Health

Combined Annual 10-Pay Premiums

Pacific Life - PremierCare **\$44,088**

NGL + 2nd-To-Die Life **\$14,770**

LTCi Premium: \$12,760/year (\$310K/\$5K ltc)

Life Premium: \$2,010/year (\$120K db)

NGL + 2 Individual IUL's **\$17,099**

LTCi Premium: \$12,760/year (\$121K/\$5K)

Life Premium: \$2,812/year (65 Male \$120K)

Life Premium: \$1,527/year (60 Fem \$120K)

* NGL \$310K/\$5,100K



LTCi vs Pacific Life (10-Pay)

Benefits at Claim Time – 20 years later

Married Couple: Male (65) & Female (60) Standard Health

	<u>Combined Annual 10-Pay Premium</u>	<u>Monthly LTC Benefit</u>	<u>LTC Benefit</u>	<u>Death Benefit</u>
Nationwide Care Matters II <i>With Inflation on LTC Benefit</i>	\$44,088	\$9,033/month	\$596,019	OR \$120,000
			<u>LTC Benefit</u>	<u>Guaranteed Death Benefit</u>
NGL + 2 nd -To-Die Life <i>With Inflation on LTCi</i>	\$14,770	\$9,211/month	\$559,893	& \$120,000
NGL + 2 Indexed UL's <i>With Inflation on LTCi</i>	\$17,099	\$9,211/month	\$559,893	& \$240,000 <i>(\$120,000 x2)</i>

* NGL \$310K/\$5,100K

LTCi vs Securian Hybrid (10-Pay)*

Benefits: \$121K/\$5K LTCi Benefit with 3% compound or \$120K Death Benefit

Married Couple: Male (65) & Female (60), Standard Health

Combined Annual 10-Pay Premiums

Securian - SecureCare **\$21,690**

NGL + 2nd-To-Die Life **\$10,176**

LTCi Premium: \$8,166/year (121K/5K)

Life Premium: \$2,010/year (120K)

NGL + 2 Individual IUL's **\$12,505**

LTCi Premium: \$8,166/year (121K/5K)

Life Premium: \$2,812/year (65 Male \$120K)

Life Premium: \$1,527/year (60 Fem \$120K)

* NGL \$124K/\$5,100K



LTCi vs Securian Hybrid (10-Pay) *

Benefits at Claim Time – 20 years later

Married Couple: Male (65) & Female (60) Standard Health

	<u>Combined Annual 10-Pay Premium</u>	<u>Monthly LTC Benefit</u>	<u>LTC Benefit</u>	<u>Death Benefit</u>
Securian – SecureCare <i>With Inflation on LTC Benefit</i>	\$21,690	\$9,030/month	\$219,984 OR	\$240,000 <i>(\$120,000 x2)</i>
			<u>Guaranteed LTC Benefit</u>	<u>Guaranteed Death Benefit</u>
NGL + 2nd-To-Die Life <i>With Inflation on LTCi</i>	\$10,176	\$9,211/month	\$224,139 &	\$120,000
NGL + 2 Indexed UL's <i>With Inflation on LTCi</i>	\$12,505	\$9,211/month	\$224,139 &	\$240,000 <i>(\$120,000 x2)</i>

* NGL \$124K/\$5,100K

Mutual LTCi vs Nationwide Hybrid*

Benefits: \$185K/\$5K LTCi Benefit, 3% compound or \$120K Death Benefit
Married Couple: Male (55) & Female (50), Standard Health

Nationwide – Care Matters II **\$9,356**

Mutual LTCi + 2nd-To-Die Life **\$5,945**

LTCi Premium: \$4,713/year (\$300k/\$9k ltc ben)

Life Premium: \$1,232/year (\$120k db)

Mutual LTCi + 2 Individual IUL's **\$7,211**

LTCi Premium: \$4,713/year (300k/9k ltc ben)

Life Premium: \$1,556/year (55 Male \$120k db)

Life Premium: \$942/year (50 Fem \$120k db)

*Nationwide Paid to age 100

Mutual LTCi vs Nationwide Hybrid *

Benefits at Claim Time – 30 years later

Married Couple: Male (55) & Female (50) Standard Health

	<u>Combined Annual Premium</u>	<u>Monthly LTC Benefit</u>	<u>LTC Benefit</u>	<u>Death Benefit</u>
Nationwide – Care Matters II <i>With Inflation on LTC Benefit</i>	\$9,356	\$12,139/month	\$449,048 OR	\$240,000 <i>(\$120,000 x2)</i>
			<u>Guaranteed LTC Benefit</u>	<u>Guaranteed Death Benefit</u>
Mutual + 2 nd -To-Die Life <i>With Inflation on LTCi</i>	\$5,945	\$12,131/month	\$405,000 &	\$120,000
Mutual + 2 Indexed UL's <i>With Inflation on LTCi</i>	\$7,211	\$12,131/month	\$405,048 &	\$240,000 <i>(\$120,000 x2)</i>

* Nationwide paid to age 100

Mutual LTCi vs Nationwide Hybrid*

Benefits: \$185K/\$5K LTCi Benefit, 3% compound or \$120K Death Benefit

Married Couple: Male (65) & Female (60), Standard Health

Nationwide – Care Matters II **\$15,581**

Mutual LTCi + 2nd-To-Die Life **\$8,435**

LTCi Premium: \$6,425/year (\$260k/\$7.4k ltc ben)

Life Premium: \$2,010/year (\$120k db)

Mutual LTCi + 2 Individual IUL's **\$10,764**

LTCi Premium: \$6,425/year (260k/7.4k ltc ben)

Life Premium: \$2,812/year (65 Male \$120k db)

Life Premium: \$1,527/year (60 Fem \$120k db)

*Nationwide Paid to age 100



Mutual LTCi vs Nationwide Hybrid *

Benefits at Claim Time – 20 years later

Married Couple: Male (65) & Female (60) Standard Health

	<u>Combined Annual Premium</u>	<u>Monthly LTC Benefit</u>	<u>LTC Benefit</u>	<u>Death Benefit</u>
Nationwide - Care Matters II <i>With Inflation on LTC Benefit</i>	\$15,581	\$9,030/month	\$334,139 OR	\$240,000 <i>(\$120,000 x2)</i>
			<u>Guaranteed LTC Benefit</u>	<u>Guaranteed Death Benefit</u>
Mutual + 2 nd -To-Die Life <i>With Inflation on LTCi</i>	\$8,435	\$9,030/month	\$317,000 &	\$120,000
Mutual + 2 Indexed UL's <i>With Inflation on LTCi</i>	\$10,764	\$9,030/month	\$317,000 &	\$240,000 <i>(\$120,000 x2)</i>

* Nationwide paid to age 100

Mutual LTCi vs OneAmerica Hybrid

Benefits: \$166K Death Benefit, \$166K Max/\$5K Monthly
(33 month) LTCi Benefit w/o & w/ 3% Comp inf. AOB only
Single Male (65), Standard Health



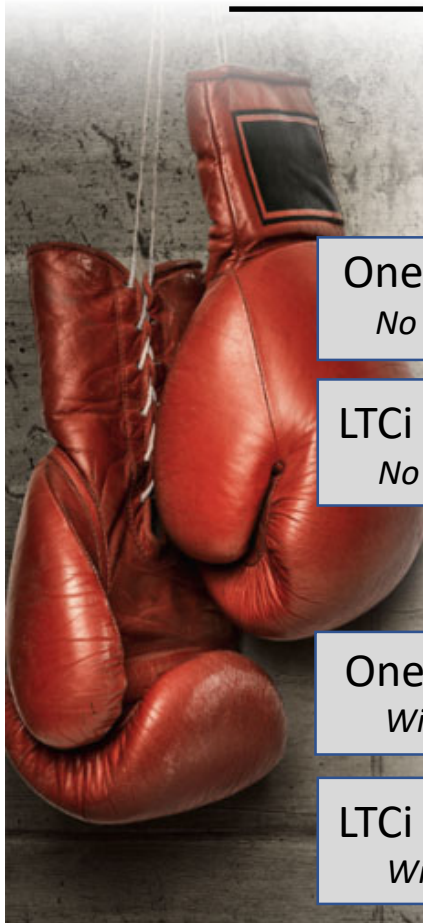
	<u>Annual Premium</u>	
OneAmerica-Asset Care <i>No Inflation rider on LTCi</i>	\$8,098	
LTCi + Indv. Indexed UL <i>No Inflation rider on LTCi</i>	\$5,696	LTCi Premium: \$1,805/year (\$166k/\$5k ltc)
		Life Premium: \$3,891/year (\$166k db)
OneAmerica-Asset Care <i>With Inflation rider on AOB</i>	\$10,025	
LTCi + Indv. Indexed UL <i>With Inflation on LTCi</i>	\$6,914	LTCi Premium: \$3,023/year (\$185k/\$7.4k /1% ltc)
		Life Premium: \$3,891/year (\$166K db)

Mutual LTCi vs OneAmerica Hybrid

Benefits at Claim Time – 20 years later

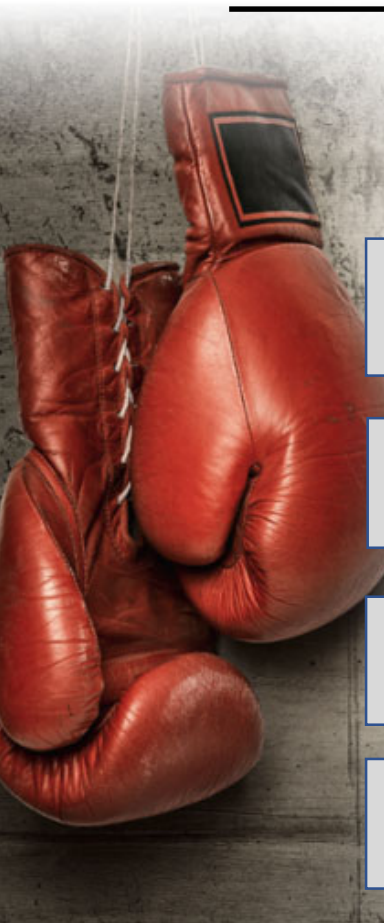
Single Male (65), Standard Health

	<u>Premium</u>	<u>Monthly Benefit</u>	<u>Death OR LTC Benefit</u>
OneAmerica -Asset Care <i>No Inflation</i>	\$8,098	\$5,000/month	\$166,667 or \$166,667
LTCi + Indv. Indexed UL <i>No Inflation rider on LTCi</i>	\$5,696	\$5,000/month	\$166,000 & \$166,000
			<u>LTC Benefit</u> <u>Guaranteed Death Benefit</u>
OneAmerica-Asset Care <i>With Inflation</i>	\$10,025	\$9,033/month	\$225,765 or \$166,667
LTCi + Indv. Indexed UL <i>With Inflation on LTCi</i>	\$6,914	\$9,033/month	\$225,765 & \$166,000



Mutual LTCi vs OneAmerica Hybrid

Benefits: \$166K Death Benefit, \$166K Max/\$5K Monthly
 (33 month) LTCi Benefit w/o & w/ 3% Comp inf. AOB only
Single Female (60), Standard Health



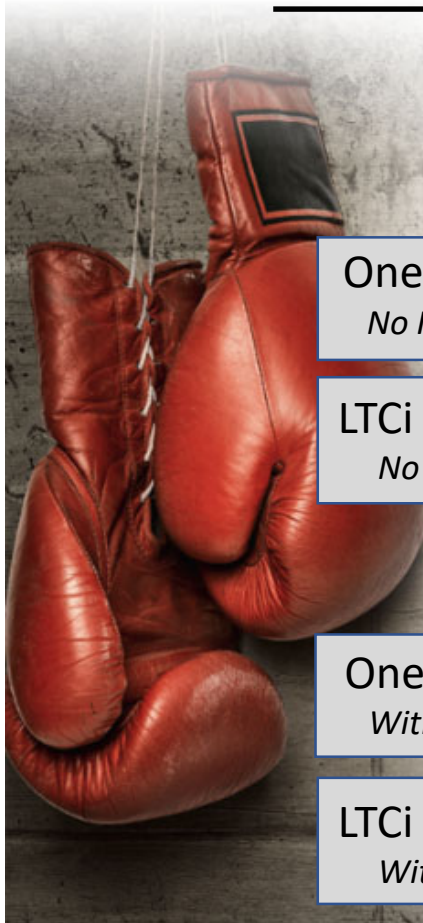
	<u>Annual Premium</u>	
OneAmerica-Asset Care <i>No Inflation rider on LTCi</i>	\$5,753	
LTCi + Indv. Indexed UL <i>No Inflation rider on LTCi</i>	\$4,068	LTCi Premium: \$1,955/year (\$166k/\$5k ltc) Life Premium: \$2,113/year (\$166K db)
OneAmerica-Asset Care <i>With Inflation rider on AOB</i>	\$8,567	
LTCi + Indv. Indexed UL <i>With Inflation on LTCi</i>	\$5,327	LTCi Premium: \$3,214/year (\$185k/\$7.4k/1% ltc) Life Premium: \$2,113/year (\$166K db)

Mutual LTCi vs OneAmerica Hybrid

Benefits at Claim Time – 20 years later

Single Female (60) Standard Health

	<u>Premium</u>	<u>Monthly Benefit</u>	<u>LTC Benefit</u> OR <u>Death Benefit</u>
OneAmerica -Asset Care <i>No Inflation</i>	\$5,753	\$5,000/month	\$166,000 or \$166,000
LTCi + Indv. Indexed UL <i>No Inflation rider on LTCi</i>	\$4,068	\$5,000/month	\$166,000 & \$166,000
			<u>LTC Benefit</u> <u>Guaranteed Death Benefit</u>
OneAmerica-Asset Care <i>With Inflation</i>	\$8,567	\$9,033/month	\$225,000 or \$166,000
LTCi + Indv. Indexed UL <i>With Inflation on LTCi</i>	\$6,563	\$9,033/month	\$225,000 & \$166,000



Mutual LTCi vs OneAmerica*

Benefits: \$166K Death Benefit, 3% Compound
(33 month) \$166K/\$5K Max/Monthly LTCi Benefit

Married Couple: Male (55) & Female (50), Standard Health

Combined Annual Premium

OneAmerica (AOB only 3%) **\$7,515**

LTCi + 2nd-To-Die Life **\$5,658**
With Inflation rider on LTCi

LTCi Premium: \$4,413/year (\$270K/9k/1% ltc Ben)

Life Premium: \$1,245/year (\$166K DB)

OneAmerica (AOB & COB 3%) **\$13,890**

LTCi + 2nd-To-Die Life **\$9,081**
\$500k/\$5k, +Inflation & Shared on LTCi

LTCi Premium: \$7,836/year (\$500K/10k/1.5% ltc Ben)

Life Premium: \$1,245/year (\$166K DB)

* Paid to Age 95



Mutual LTCi vs OneAmerica*

Benefits at Claim Time – 30 years later

Married Couple: Male (55) & Female (50), Standard Health

	<u>Combined Ann.Premium</u>	<u>Monthly Benefit</u>	<u>Death Benefit</u>	<u>LTC Benefit</u>
OneAmerica (AOB only 3%)	\$7,515	\$12,139/month	\$402,000	<u>or</u> \$166,000
LTCi + 2 nd -To-Die Life <i>With Inflation rider on LTCi</i>	\$5,658	\$12,131/month	\$364,000	& \$166,000 <i>Guaranteed</i>
OneAmerica (AOB & COB 3%)	\$13,890	\$12,139/month	Unlimited	<u>or</u> \$166,000
LTCi + 2 nd -To-Die Life <i>\$500k/5k, +Inflation & Shared LTCi</i>	\$9,081	\$15,631/month	(\$1,562,000) <i>(\$781k x 2)</i>	& \$166,000 <i>Guaranteed</i>

* Paid to Age 95

Mutual LTCi vs OneAmerica*

Benefits: \$166K Death Benefit, 3% Compound
(33 month) \$166K/\$5K Max/Monthly LTCi Benefit

Married Couple: Male (65) & Female (60), Standard Health

Combined Annual Premium

OneAmerica (AOB only 3%)

\$10,243

LTCi + 2nd-To-Die Life

\$7,566

With Inflation rider on LTCi

LTCi Premium: \$5,503/year (\$240K/9.5k/1% ltc Ben.)

Life Premium: \$2,063/year (\$166K DB)

OneAmerica (AOB & COB 3%)

\$19,153

LTCi + 2nd-To-Die Life

\$12,810

\$500k/\$5k, +Inflation & Shared on LTCi

LTCi Premium: \$10,747/year (\$500K/10k/1.5% ltc Ben.)

Life Premium: \$2,063/year (\$166K DB)

* Paid to Age 95



Mutual LTCi vs OneAmerica

Benefits at Claim Time – 20 years later

Married Couple: Male (65) & Female (60), Standard Health

	<u>Combined Annual Premium</u>	<u>Monthly Benefit</u>	<u>LTC Benefit</u>	<u>Death Benefit</u>
OneAmerica (AOB only 3%)	\$10,243	\$9,033/month	\$299,812	or \$166,000
LTCi + 2 nd -To-Die Life <i>With Inflation rider on LTCi</i>	\$7,566	\$9,033/month	\$293,000	& \$166,000 <i>Guaranteed</i>
OneAmerica (AOB & COB 3%)	\$19,153	\$9,033/month	Unlimited	or \$166,000
LTCi + 2 nd -To-Die Life <i>\$500k/10k, +Inflation & Shared on LTCi</i>	\$12,810	\$13,469/month	\$1,348,000 <i>(\$674k x 2)</i>	& \$166,000 <i>Guaranteed</i>

* Paid to Age 95

One More Competitive Strategy

Take advantage of Mutual of Omaha's inexpensive Return of Premium "3 times MMB" rider. This could replace a Final Expense insurance plan or Re-coop more than 50%

After a 10 year qualification period, upon the insured's death, a lump sum equal to three times the plan's initial Maximum Monthly Benefit will go to the beneficiary.

(Excludes any benefit increase resulting From Inflation Protection.)

Return of Prem. Mode

None	<input type="radio"/>	<input type="radio"/>
Before Age 65	<input type="radio"/>	<input type="radio"/>
3 x MMB	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Less Claims	<input type="radio"/>	<input type="radio"/>

Semi- QI



Not Contracted Yet? Call us today to boost YOUR sales!

AIM AMERICAN INDEPENDENT
MARKETING

AN INTEGRITY COMPANY

800-672-7202

Western half of USA (+MI, ME, NH, NY &
VT)

Marketing@WhyAIM.com

800-842-7799

Eastern half of USA

Marketing@GoldenCare USA.com

 **GOLDENCARE**
Planning Today For A Secure Tomorrow

AN INTEGRITY COMPANY



LTC vs Hybrid

The Gloves Are Coming Off!

Thank you for joining us today!