



## ***LTCi e-Seminar Conference Series***

# **Using The Suitability Form**



## **GREAT NEWS!**

Everyone who attends this webinar receives

**AT LEAST**

**50 Reward Points!\***

**PLUS... one lucky attendee earns**

**500 Reward Points!**

*\* Limit 1 Reward Code Per Agent Per Unique Training Topic.*



**A2 is coming soon...  
Bring in more green in 2013!**





# Remember...

---

*People don't satisfy their **NEEDS** in  
order of importance,  
they satisfy their  
**DESIRES**  
in order of importance!  
Desires that are unique to each!*



# Our Job - Find Their Desires

---

- Listen carefully to what they're *really saying*.
- What do they really want?
- What's important to them?
- How do they feel about cost versus quality?
- How do they feel about insurance?

*Find out what they want – not what they need*

***ASK QUESTIONS!***



# How Do We Do That?

---

- Use the Suitability Form
- Follow-up on questions
- Get them talking about the issues
- Make good notes to jog your memory in the future
- Set up a good “tickler file” to make sure you don’t pass up sales

# Opening Questions

## PERSONAL and FAMILY INFORMATION

DATE / /

Name _____	Drive? Y N	Smoke? Y N	D.O.B. _____	Age _____
Spouse _____	Y N	Y N	D.O.B. _____	Age _____
Address _____			Phone _____	

1) Are you eligible for Medicare Part A & B? Y N Y N Enrolled @ 65? Y N Y N  
*Health Insurance (or) Medicare Supplement Information*

Company? \_\_\_\_\_ Plan: \_\_\_\_\_ Price: Mr. \_\_\_\_\_ Mrs. \_\_\_\_\_

2) Five Year Medical History?

Mr. \_\_\_\_\_

Mrs: \_\_\_\_\_

*Chronic Medical Conditions? Hospital? Nursing Home? Home Health Care?*

3) Prescription drugs? *(include type and reason taken)* Monthly Cost? \_\_\_\_\_

Mr. \_\_\_\_\_

Mrs. \_\_\_\_\_

# Opening Questions

## PERSONAL and FAMILY INFORMATION

DATE     /     /

Name _____	Drive? Y N	Smoke? Y N	D.O.B. _____	Age _____
Spouse _____	Y N	Y N	D.O.B. _____	Age _____
Address _____			Phone _____	

1) Are you eligible for Medicare Part A & B?     Y N   Y N   Enrolled @ 65?     Y N   Y N  
*Health Insurance (or) Medicare Supplement Information*

Company? \_\_\_\_\_ Plan: \_\_\_\_\_ Price: Mr. \_\_\_\_\_ Mrs. \_\_\_\_\_

- At first, potential advantage lead...



# Opening Questions

## 2) Five Year Medical History?

Mr. \_\_\_\_\_

Mrs: \_\_\_\_\_

*Chronic Medical Conditions?    Hospital?    Nursing Home?    Home Health Care?*

## 3) Prescription drugs? *(include type and reason taken)* **Monthly Cost?** \_\_\_\_\_

Mr. \_\_\_\_\_

Mrs. \_\_\_\_\_

- Do I have a prospect? For what?
- If I do have a prospect – which company?



# Existing Coverage

---

## 4) Existing Insurance Coverage:

			Company/Coverage	Price
<u>Other Health Insurance?</u>	Y	N	_____	\$ _____
<u>Long Term Care?</u>	Y	N	_____	\$ _____
<u>Life insurance? (Client)</u>	Y	N	_____	\$ _____
<u>Life insurance? (Spouse)</u>	Y	N	_____	\$ _____
<u>Burial/Pre-Arranged Funeral?</u>	Y	N	_____	\$ _____





# Existing Coverage

4) <u>Existing Insurance Coverage:</u>			Company/Coverage	Price
<u>Other Health Insurance?</u>	Y	N	_____	\$ _____
<u>Long Term Care?</u>	Y	N	_____	\$ _____
<u>Life insurance? (Client)</u>	Y	N	_____	\$ _____
<u>Life insurance? (Spouse)</u>	Y	N	_____	\$ _____
<u>Burial/Pre-Arranged Funeral?</u>	Y	N	_____	\$ _____

- Use other health insurance question as a buffer to LTC question (*Advanced agents – potential premium dollars*)



# Existing Coverage

4) <u>Existing Insurance Coverage:</u>			Company/Coverage	Price
<u>Other Health Insurance?</u>	Y	N	_____	\$ _____
<u>Long Term Care?</u>	Y	N	_____	\$ _____
<u>Life insurance? (Client)</u>	Y	N	_____	\$ _____
<u>Life insurance? (Spouse)</u>	Y	N	_____	\$ _____
<u>Burial/Pre-Arranged Funeral?</u>	Y	N	_____	\$ _____

- Use other health insurance question as a buffer to LTC question (*Advanced agents – potential premium dollars*)
- Critical you begin by finding out their feelings about buying LTCi



# Existing Coverage

4) <u>Existing Insurance Coverage:</u>			Company/Coverage	Price
<u>Other Health Insurance?</u>	Y	N	_____	\$ _____
<u>Long Term Care?</u>	Y	N	_____	\$ _____
<u>Life insurance? (Client)</u>	Y	N	_____	\$ _____
<u>Life insurance? (Spouse)</u>	Y	N	_____	\$ _____
<u>Burial/Pre-Arranged Funeral?</u>	Y	N	_____	\$ _____

- Use other health insurance question as a buffer to LTC question (*Advanced agents – potential premium dollars*)
- Critical you begin by finding out their feelings about buying LTCi
- Potential pivot to Final Expense, NGL Trust or other products



# LTCi Questions

5) Do you know anyone who has been in a nursing home for an extended period of time?

---

6) If you needed Long Term Care tomorrow, what would you do? \_\_\_\_\_

7) Have you ever discussed Long Term Care with your children?                      Y            N

How would you like them to be involved if you needed care? \_\_\_\_\_

8) Are you familiar with how Medicare pays on nursing home care?                      Y            N

*[Review Medicare Coverage For Nursing Home Use]*

- Briefly cover the three reasons people buy LTCi

# LTCi Questions

## Three reasons people buy LTCi?

1. Choice and independence

2. Avoid burdening their children

3. Protection of assets

- Briefly cover the three reasons people buy LTCi



# LTCi Questions

5) Do you know anyone who has been in a nursing home for an extended period of time?

---

6) If you needed Long Term Care tomorrow, what would you do? \_\_\_\_\_

7) Have you ever discussed Long Term Care with your children? Y N

How would you like them to be involved if you needed care? \_\_\_\_\_

8) Are you familiar with how Medicare pays on nursing home care? Y N

*[Review Medicare Coverage For Nursing Home Use]*

- Briefly cover the three reasons people buy LTCi
- This may present cross-sell right away

# LTCi Questions

5) Do you know anyone who is expecting their children to care for them... of time?

6) No problem moving in with child...

7) ***Talk about CASH!***  
*Help with household expenses*  
*Pay grandkids for errands, etc.*

8) Are you familiar with... N

[Review Medicare Coverage For Nursing Home Use]

- Briefly cover the three reasons people buy LTCi
- This may present cross-sell right away



# STATE SUITABILITY DETERMINATION

## PROPERTY

House: \_\_\_\_\_ \$ \_\_\_\_\_  
Business Property: \_\_\_\_\_ \$ \_\_\_\_\_  
Other Property/Land: \_\_\_\_\_ \$ \_\_\_\_\_

## MONTHLY INCOME

Social Security: Client \$ \_\_\_\_\_ Spouse \$ \_\_\_\_\_ \$ \_\_\_\_\_  
Pension: Client \$ \_\_\_\_\_ Spouse \$ \_\_\_\_\_ \$ \_\_\_\_\_  
Interest/Dividends: (If currently using for living expenses.) \_\_\_\_\_ \$ \_\_\_\_\_  
Annuity/IRA: (If currently using for living expenses.) \_\_\_\_\_ \$ \_\_\_\_\_  
Property/Business Income: \_\_\_\_\_ \$ \_\_\_\_\_  
Wages/Salary: Client \$ \_\_\_\_\_ Spouse \$ \_\_\_\_\_ \$ \_\_\_\_\_  
Total: \_\_\_\_\_ \$ \_\_\_\_\_

## LIQUID ASSETS

C.D.'s: Bank: \_\_\_\_\_ Interest Rate: \_\_\_\_\_ Renewal Date: \_\_\_\_\_ \$ \_\_\_\_\_  
Bonds: \_\_\_\_\_ \$ \_\_\_\_\_  
Stocks: \_\_\_\_\_ \$ \_\_\_\_\_  
Mutual Funds: \_\_\_\_\_ \$ \_\_\_\_\_  
Savings: Interest Rate: \_\_\_\_\_ \$ \_\_\_\_\_  
Money Market Accounts: Interest Rate: \_\_\_\_\_ \$ \_\_\_\_\_  
Checking: \_\_\_\_\_ \$ \_\_\_\_\_  
Life Insurance Cash Value: \_\_\_\_\_ \$ \_\_\_\_\_  
Annuities: Company: \_\_\_\_\_ Interest Rate: \_\_\_\_\_ \$ \_\_\_\_\_



# STATE SUITABILITY DETERMINATION

## PROPERTY

House: ..... \$ \_\_\_\_\_  
Business Property: ..... \$ \_\_\_\_\_  
Other Property/Land: ..... \$ \_\_\_\_\_

## MONTHLY INCOME

Social Security: Client \$ \_\_\_\_\_ Spouse \$ \_\_\_\_\_ \$ \_\_\_\_\_  
Pension: Client \$ \_\_\_\_\_ Spouse \$ \_\_\_\_\_ \$ \_\_\_\_\_  
Interest/Dividends: (If currently using for living expenses.) ..... \$ \_\_\_\_\_  
Annuity/IRA: (If currently using for living expenses.) ..... \$ \_\_\_\_\_  
Property/Business Income: ..... \$ \_\_\_\_\_  
Wages/Sal: ..... \$ \_\_\_\_\_

I hope you have a whole bunch of money in CD's,

***Do you use the interest or just let it grow?***

*Tells you if they have CD's dollars or not!*

*How is their cash flow in retirement!*

Savings: ..... \$ \_\_\_\_\_  
Money Market: ..... \$ \_\_\_\_\_  
Checking: ..... \$ \_\_\_\_\_  
Life Insurance Cash Value: ..... \$ \_\_\_\_\_  
Annuities: Company: ..... Interest Rate: ..... \$ \_\_\_\_\_

# STATE SUITABILITY DETERMINATION

## PROPERTY

House: ..... \$ \_\_\_\_\_  
Business Property: ..... \$ \_\_\_\_\_  
Other Property/Land: ..... \$ \_\_\_\_\_

## MONTHLY INCOME

Social Security: ..... Client \$ \_\_\_\_\_ Spouse \$ \_\_\_\_\_ \$ \_\_\_\_\_  
Pension: ..... Client \$ \_\_\_\_\_ Spouse \$ \_\_\_\_\_ \$ \_\_\_\_\_  
Interest/Dividends: ..... (If currently using for living expenses.) ..... \$ \_\_\_\_\_  
Annuity/IRA: ..... (If currently using for living expenses.) ..... \$ \_\_\_\_\_  
Property/Business Income: ..... \$ \_\_\_\_\_  
Wages/Sal: ..... \$ \_\_\_\_\_

Most of my clients are complaining about interest...

*What percent are you getting?*

*When does your next one come due?*

***Their numbers...not yours!***

Savings: ..... \$ \_\_\_\_\_  
Money Market: ..... \$ \_\_\_\_\_  
Checking: ..... \$ \_\_\_\_\_  
Life Insurance Cash Value: ..... \$ \_\_\_\_\_  
Annuities: ..... Company: ..... Interest Rate: ..... \$ \_\_\_\_\_

# STATE SUITABILITY DETERMINATION

## PROPERTY

House: ..... \$ \_\_\_\_\_  
Business Property: ..... \$ \_\_\_\_\_  
Other Property/Land: ..... \$ \_\_\_\_\_

## MONTHLY INCOME

Social Security: Client \$ \_\_\_\_\_ Spouse \$ \_\_\_\_\_ \$ \_\_\_\_\_  
Pension: Client \$ \_\_\_\_\_ Spouse \$ \_\_\_\_\_ \$ \_\_\_\_\_  
Interest/Dividends: (If currently using for living expenses.) ..... \$ \_\_\_\_\_  
Annuity/IRA: (If currently using for living expenses.) ..... \$ \_\_\_\_\_  
Property/Business Income: ..... \$ \_\_\_\_\_  
Wages/Sal: ..... \$ \_\_\_\_\_

How about retirement funds or annuities?

***Are you drawing income or letting it grow?***

***Potential premium dollars!***

Savings: ..... \$ \_\_\_\_\_  
Money Market: ..... \$ \_\_\_\_\_  
Checking: ..... \$ \_\_\_\_\_  
Life Insurance Cash Value: ..... \$ \_\_\_\_\_  
Annuities: Company: ..... Interest Rate: ..... \$ \_\_\_\_\_



# STATE SUITABILITY DETERMINATION

## PROPERTY

House: \_\_\_\_\_ \$ \_\_\_\_\_  
Business Property: \_\_\_\_\_ \$ \_\_\_\_\_  
Other Property/Land: \_\_\_\_\_ \$ \_\_\_\_\_

## MONTHLY INCOME

Social Security: Client \$ \_\_\_\_\_ Spouse \$ \_\_\_\_\_ \$ \_\_\_\_\_  
Pension: Client \$ \_\_\_\_\_ Spouse \$ \_\_\_\_\_ \$ \_\_\_\_\_  
Interest/Dividends: (If currently using for living expenses.) \_\_\_\_\_ \$ \_\_\_\_\_  
Annuity/IRA: (If currently using for living expenses.) \_\_\_\_\_ \$ \_\_\_\_\_  
Property/Business Income: \_\_\_\_\_ \$ \_\_\_\_\_  
Wages/Sal: \_\_\_\_\_ \$ \_\_\_\_\_

Suitability

*Do I have a prospect for LTCi?*

*How much premium should I recommend?*

***How to fund LTCi premiums!***

Savings: \_\_\_\_\_ \$ \_\_\_\_\_  
Money Market: \_\_\_\_\_ \$ \_\_\_\_\_  
Checking: \_\_\_\_\_ \$ \_\_\_\_\_  
Life Insurance Cash Value: \_\_\_\_\_ \$ \_\_\_\_\_  
Annuities: Company: \_\_\_\_\_ Interest Rate: \_\_\_\_\_ \$ \_\_\_\_\_



# Do I Have A Prospect?

---

- Partnership has changed this area



# Determining Premium

---

- Remember
  - 1.5% of assets
  - 7% of income
  - Use as bookends
- There will be exceptions
  - Younger with growing portfolio
  - Older – 75 plus



# Funding Premium

---

- Find a way to buy without changing lifestyle and the sale becomes easier
- Remember the buffer
  - \$3,500 a month of income - \$350 premium
  - Decision isn't \$350 versus \$3,500
  - If \$2,700 is committed to expenses, \$800 is disposable
  - Decision is \$350 versus \$800



# Selling Without A Presentation

---

LTCi Single Need Selling Examples



# Single Need Sale Concept: Example One

## STATE SUITABILITY DETERMINATION

### PROPERTY

House:	_____	\$ <u>150,000</u>
Business Property:	_____	\$ _____
Other Property/Land:	<u>Cabin up north</u>   _____	\$ <u>80,000</u>

*Many people may not care about  
protecting the home...*

***But lake property is high priority!***

# Single Need Sale Concept: Example Two

## MONTHLY INCOME

Social Security:	Client \$ <u>1100</u>	Spouse \$ <u>800</u>	\$ <u>5,500</u>
Pension:	Client \$ <u>2600</u>	Spouse \$ _____	\$ <u>1,200</u>
Interest/Dividends:	(If currently using for living expenses.)		\$ _____
Annuity/IRA:	(If currently using for living expenses.)		\$ _____
Property/Business Income:			\$ _____
Wages/Salary:	Client \$ _____	Spouse \$ _____	\$ _____
Total:			\$ _____

*Any time you see a spread in the income...*

*Forget about everything else*

***They have a major problem!***

## Client Information

Client first name

John

Client Age

65

Spouse first name

Mary

Spouse Age

65

Client last name

Client

Client Montly Income

\$5,500

Value of Primary Residence

\$200,000

Spouse Monthly Income

\$1,200

Value of Other Real Property

\$0

Net Worth other than Real Estate

\$200,000

State of Residence

MN

LTCi Partnership Policy  
Maximum Benefit

\$0

Agent Name

Enter Your Name

Phone Number

Enter Your Phone #

**Married Asset Spendown**

**Married Income Calculation**

**Print Married Illustration**

Married illustrations assume Client enters facility

**Single Asset Spendown**

**Single Income Calculation**

**Print Single Illustration**

Single illustrations assume the Spouse survives the clients and enters facility

**State Partnership**

**Exit Medicaid Tool**

After using a button to view a page, click on Close at the top of that page to come back to this screen

# Income Calculation

Prepared for John & Mary Client

Calculation is based upon John entering a nursing home in Minnesota in 2012

	<u>Institutionalized</u> <u>Spouse</u> <u>John</u>	<u>Community</u> <u>Spouse</u> <u>Mary</u>
Step 1: List current incomes	\$ 5,500.00	\$ 1,200.00

List each spouse's total monthly income.

## Step 2: Monthly Maintenance Income Allowance:

The Community Spouse is not required to contribute any of their income towards the cost of care. They may be entitled to some of Institutionalized Spouse's income, if needed, to bring their income up to the Monthly Maintenance Income Allowance. If applicable, this step moves the entitled income. The MMIA is currently:

Because Mary has income below \$1839 he/she is entitled to some of John's income to bring him/her up to that Monthly Allowance. In Step 2, \$639 is moved from John's income to Mary.

## Step 3: Determine Balances

\$1,839	\$ 639	→	\$ 639
	\$ 4,861.00		\$ 1,839.00

## Step 4: Community Spouse may be entitled to additional income in special circumstances.

The Community Spouse may be entitled to additional income if they have excess household expenses, dependent child, grandchild or parent, etc. The maximum income, including additional income, is currently \$2,841 per month. Contact your County Case Worker for information regarding your county.

Step 4: Because of state variations, this calculator is not shown. However, without a hardship exception, the maximum income the Community Spouse can receive \$2,841.

## Step 5: Institutionalized Spouse is entitled to a Personal Needs Allowance - currently:

\$ 89	\$ 89
-------	-------

The Institutionalized Spouse may be entitled to additional income in special situations. Situations may include Health Insurance premiums, paying a guardian or conservator, maintaining certain dependents, or certain income including Special Veterans Pension, German Reparations and Japanese or Aleutian Restitution Payments.

John may have to contribute \$4,772 to the cost of care each month.

## Step 6: Monthly contribution to care costs:

The calculation shows the amount that the couple will have to contribute to the cost of care each month.

\$ 4,772.00	N/A
-------------	-----

## Step 7: Amount of income left to couple

John's Income	Mary's Income
\$ 89	\$ 1,839.00

**Question: Can Mary live on \$1,839 a month without affecting his or her lifestyle?**

Note: Medicaid law varies from state to state. This worksheet is designed to show an approximation of a Medicaid spenddown. However, you should contact your local Medicaid case worker for an accurate picture of your situation.

This is page 3 of 3. Illustration is not valid without all three pages (Current as of January 1, 2012)



# Income Calculation

## Prepared for John & Mary Client

Calculation is based upon John entering a nursing home in Minnesota in 2012

	<u>Institutionalized</u> <u>Spouse</u> <b>John</b>	<u>Community</u> <u>Spouse</u> <b>Mary</b>
<b>Step 1: List current incomes</b> List each spouses total monthly income.	\$ 5,500.00	\$ 1,200.00
<b>Step 2: Monthly Maintenance Income Allowance:</b>  The Community Spouse is not required to contribute any of their income towards the cost of care. They may be entitled to some of Institutionalized Spouse's income, if needed, to bring their income up to the Monthly Maintenance Income Allowance. If applicable, this step moves the entitled income. The MMIA is currently:	Because Mary has income below \$1839 he/she is entitled to some of John's income to bring him/her up to that Monthly Allowance. In Step 2, \$639 is moved from John's income to Mary.	
	<u>\$ 1,839</u>	
	\$ 639	\$ 639
<b>Step 3: Determine Balances</b>	\$ 4,861.00	\$ 1,839.00
<b>Step 4: Community Spouse may be entitled to additional income in special circumstances.</b>	\$ -	\$ -
The Community Spouse may be entitled to additional income if they have excess household expenses, dependent child, grandchild or parent, etc. The maximum income, including additional income, is currently \$2,841 per month. Contact your County Case Worker for information regarding your county..	Step 4: Because of state variations, this calculator is not shown. However, without a hardship exception, the maximum income the Community Spouse can receive \$2,841.	

**Step 5: Institutionalized Spouse is entitled to a Personal Needs Allowance - currently:**

\$ 89      \$ 89

The Institutionalized Spouse may be entitled to additional income in special situations. Situations may include Health insurance premiums, paying a guardian or conservator, maintaining certain dependents, or certain income including Special Veterans Pension, German Reparations and Japanese or Aleutian Restitution Payments.

**John may have to contribute \$4,772 to the cost of care each month.**

**Step 6: Monthly contribution to care costs:**

The calculation shows the amount that the couple will have to contribute to the cost of care each month.

\$ 4,772.00

N/A

John's Income

Mary's Income

**Step 7: Amount of income left to couple**

\$ 89

\$ 1,839.00

**Question: Can Mary can live on \$1,839 a month without affecting his or her lifestyle?**

Note: Medicaid law varies from state to state. This worksheet is designed to show an approximation of a Medicaid spenddown. However, you should contact your local Medicaid case worker for an accurate picture of your situation.

This is page 3 of 3. Illustration is not valid without all three pages (Current as of January 1, 2012)





# Single Need Sale Concept: Example Three

## LIQUID ASSETS

C.D.'s:	Bank: <u>local</u>	Interest Rate: <u>3</u>	Renewal Date: <u>Dec</u>	\$ <u>80,000</u>
Bonds:				\$ _____
Stocks:				\$ _____
Mutual Funds:				\$ <u>67,000</u>
Savings:		Interest Rate: _____		\$ _____
Money Market Accounts:		Interest Rate: _____		\$ _____
Checking:				\$ _____
Life Insurance Cash Value:				\$ _____
Annuities:	Company: <u>Jackson</u>	Interest Rate: <u>2.5</u>		\$ <u>13,000</u>

- 1. Where is potential future sale?
- 2. What questions would you ask on Fund?
- 3. Where is immediate sale potential?

# Single Need Sale Concept: Example Three

## LIQUID ASSETS

C.D.'s:.....Bank: local.....Interest Rate: 3.....Renewal Date: Dec.....\$ 80,000

Bonds:.....\$ \_\_\_\_\_

Stocks:.....\$ \_\_\_\_\_

**November?**

***Letter regarding annuity bonus?***

Life Insurance:.....\$ \_\_\_\_\_

Annuities:.....Company: \_\_\_\_\_\$ 13,000

- 1. Where is potential future sale?
- 2. What questions would you ask on Fund?
- 3. Where is immediate sale potential?



# Single Need Sale Concept: Example Three

## LIQUID ASSETS

C.D.'s:..... Bank: local Interest Rate: 3 Renewal Date: Dec ..... \$ 80,000 .....

Bonds:..... \$ .....

Stocks:..... .....

**Current annuity?**

***Replace with indexed or fixed annuity?***

Life Insurance:..... .....

Annuities:..... Company: ..... ..... \$ 13,000 .....

- 1. Where is potential future sale?
- 2. What questions would you ask on Fund?
- 3. Where is immediate sale potential?

# Single Need Sale Concept: Example Three

## LIQUID ASSETS

C.D.'s:.....Bank: *local*.....Interest Rate: *3*.....Renewal Date: *Dec*.....\$ *80,000*.....

Bonds:.....\$.....

Stocks:.....

**How's it been doing for you?**

***Indexed annuity?***

Life Insurance:.....

Annuities:.....Company:.....\$ *13,000*.....

- 1. Where is potential future sale?
- 2. What questions would you ask on Fund?
- 3. Where is immediate sale potential?

# Single Need Sale Concept: Example Four

## 4) Existing Insurance Coverage:

			Company/Coverage	Price
<u>Other Health Insurance?</u>	Y	(N)	_____	\$ _____
<u>Long Term Care?</u>	Y	(N)	_____	\$ _____
<u>Life insurance? (Client)</u>	(Y)	N	<u>State Farm \$120 WL</u>	\$ <u>120</u>
<u>Life insurance? (Spouse)</u>	(Y)	N	<u>State Farm \$50K WL</u>	\$ <u>50</u>
<u>Burial/Pre-Arranged Funeral?</u>	Y	(N)	_____	\$ _____

- What is reason for coverage?
- Cash Value?
- Simple Final Expense sale?

# Single Need Sale Concept: Example Four

## 4) Existing Insurance Coverage:

Company/Coverage

Price

Other Health Insurance?

\$ \_\_\_\_\_

Long Term

\$ \_\_\_\_\_

**Do they still need that amount of coverage?**

***Replace with a final expense policy?***

- What is reason for coverage?
- Cash Value?
- Simple Final Expense sale?

# Single Need Sale Concept: Example Four

## 4) Existing Insurance Coverage:

Company/Coverage

Price

Other Health Insurance?

\$ \_\_\_\_\_

Long Term

\$ \_\_\_\_\_

**Potential premium dollars?**

- What is reason for coverage?
- Cash Value?
- Simple Final Expense sale?

# Single Need Sale Concept: Example Four

## 4) Existing Insurance Coverage:

Company/Coverage

Price

Other Health Insurance?

\$ \_\_\_\_\_

Long Term

\$ \_\_\_\_\_

**NGL Trust?**

**Move Cash Value to trust?**

**If no LTC, still need final expense!**

- What is reason for coverage?
- Cash Value?
- Simple Final Expense sale?



# Use Questions To Satisfy Desires!

---

## Critical Care

Tougher underwriting means more declines and uninsurable prospects. Don't walk away. Turn your declines into gold with Critical Care – the best alternative to LTCi available

- It should pay more claims than a LTCi policy!
- Issuing 98% of LTCi declines
- 5 Question application – 3 day average issue time
- Easy to explain – easy to sell

**If you're in LTCi – You need Critical Care**

**800-842-7799**





# Critical Care

CRITICAL ILLNESS COVERAGE WITH INCREASED BENEFITS FOR  
ASSISTED LIVING FACILITY AND NURSING HOME CONFINEMENT.

Underwritten by  
Guarantee Trust Life Insurance Company

G·T·L

***THANK YOU FOR ATTENDING!***

GoldenCare USA ~ 800-842-7799

\*Want a PDF of today's slides? Go to: [www.ltcagentsalestools.com](http://www.ltcagentsalestools.com)

Upcoming Webinars: [www.goldencareagent.com](http://www.goldencareagent.com)

Recorded webinars: [www.goldencaretraining.com](http://www.goldencaretraining.com)

