



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!





People don't satisfy their **NEEDS** in order of importance,
they satisfy their **DESIRES**

in order of importance!

Desires that are unique to each!



- 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 INFORMAT	ION					DAT	E	1	1
Name	225000	ve?	(T) (T) (T)	oke?	DOP			Δαο	
Name	_ '	IX	2.7	IN	D.O.B.			_Age	
Spouse	_ Y	N	Y	N	D.O.B.			_Age	
Address					Phone _				
1) Are you eligible for Medicare Par Health Ins					N Enrolled		Y	N Y	N
Company?		Plan: _			Price: Mr		Mrs	3	
2) Five Year Medical History?									
Mr	7	***				4-1		Til.	
Mrs:		: 10							
Chronic Medical Conditions?		spital?		rsing	Home?	Home Healti			
3) Prescription drugs? (include type a	nd reas	son taken)			Mon	thly C	cost?	_
Mr	-16	30		9	47	- 33			
Mrs									



Opening Questions

PERSONAL and FAMILY INFORMATION	N					DAT	E	1		1
	Dri	ve?	Sm	oke?		_				
Name	Y	N	Y	N		D.O.B			\ge	
Spouse	Υ	N	Y	N		D.O.B			١ge	
Address				-		Phone				
Are you eligible for Medicare Part A Health Insurar							Y	N	Y	N
Company?		Plan:			Pri	ce: Mr.	M	rs.		

At first, potential advantage lead...

Opening Questions

2) Five	Year Medical History?			
Mr.		 		
Mrs:	Observice Madical Conditions 2	Hoonital?	Numaina Hama 2	Home Health Core?
	Chronic Medical Conditions?	Hospital?	Nursing Home?	Home Health Care?
2.5	cription drugs? (include type an	nd reason taken)		Monthly Cost?
Mr.		*		
Mrs.				

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

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

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

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

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

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

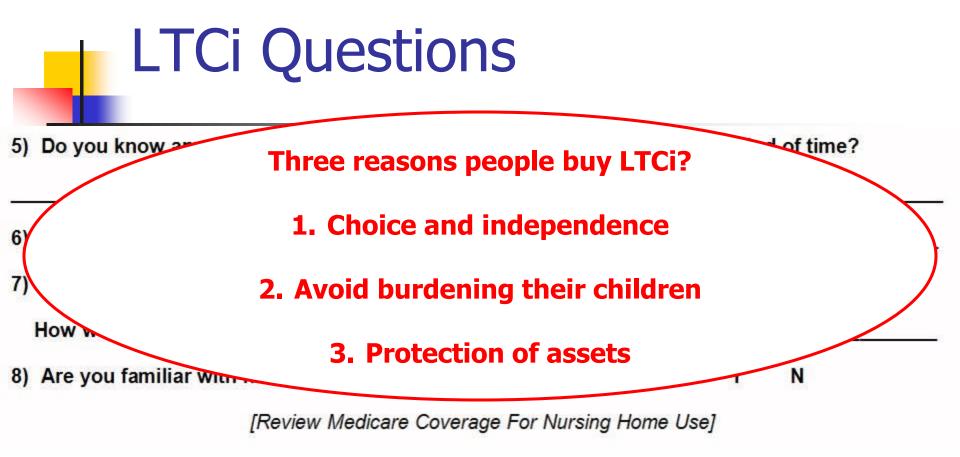
- Use other health insurance question as a buffer to LTC question (Advanced agents – potential premium dollars)
- Critical you begin by finding out their feelings about buying LTCi
- Potential pivot to Final Expense, NGL Trust or other products

LTCi Questions

5) Do you know anyone who has been in a nursing home for an extende	ed perio	d of time?	
6) If you needed Long Term Care tomorrow, what would you do?		37 31	
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?		16 AX	
8) Are you familiar with how Medicare pays on nursing home care?	Y	N	

 Briefly cover the three reasons people buy LTCi

[Review Medicare Coverage For Nursing Home Use]



 Briefly cover the three reasons people buy LTCi

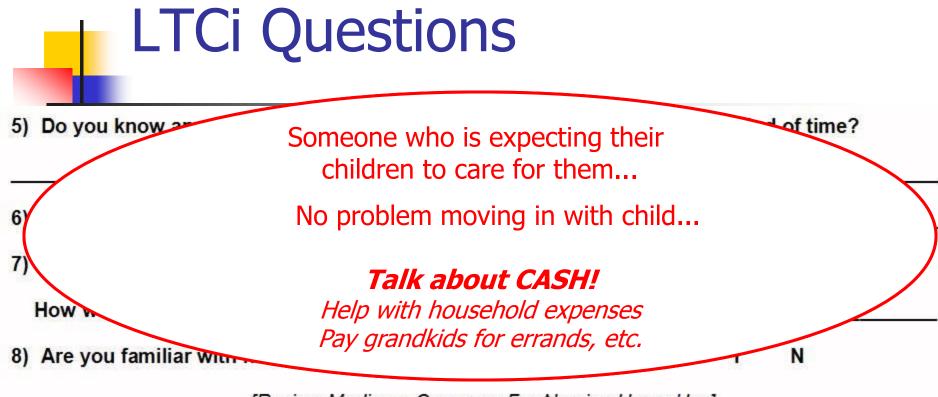
LTCi Questions

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

5)	Do you know anyone who has been in a nursing home for an exten	ded perio	d of time?	
6)	If you needed Long Term Care tomorrow, what would you do?	3	37 37	
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?		5 <u>5</u> 45	

[Review Medicare Coverage For Nursing Home Use]

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



[Review Medicare Coverage For Nursing Home Use]

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

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:	\$

PROPERTY		
House:	***************************************	\$
Business Property:		\$
Other Property/Land	***************************************	s
MONTHLY INCOME		
Social Security: Clie	nt \$ Spouse \$	<u></u> \$
Pension: Clie	nt \$ Spouse \$	\$
Interest/Dividends:(If a	urrently using for living expenses.).	s
Annuity/IRA:	urrently using for living expenses.).	\$
Property/Business Incor	ne:	\$
Wages/Sal		Φ
I hope vo	u have a whole bunch of mor	nev in CD's.
2 60 / 6		
Do vou	use the interest or just let	t it arow?
	,	
Tells	you if they have CD's dollars	or not!
	yw is their cash flow in retiren	
Ja	W is their cash how in retiren	Terre.
Money Market		\$
Checking:		\$
Life Insurance Cash Val	ue	\$
Annuities: Company:	Interest Rate:	\$

ROPERTY		
House:		\$
Business Property:		\$
Other Property/Land	***************************************	\$
IONTHLY INCOME		
Social Security: Client \$	Spouse \$	\$
Pension: Client \$	Spouse \$	\$
Interest/Dividends:(If currently us.		\$
Annuity/IRA: (If currently us	ing for living expenses.).	\$
Property/Business Income:		\$
Most of fifty cheff	ts are complaining abo	out interest
What	percent are you gettin	g?
	percent are you gettin	
When doe Their Money Market	, , ,	e due?
When doe Their	es your next one come	e due?

PROPERTY		
House:		\$
Business Property:		\$
		 \$
MONTHLY INCOME		
Social Security: Client \$	Spouse \$	\$
Pension:	Spouse \$	\$
Interest/Dividends:(If currently us	Interest/Dividends: (If currently using for living expenses.).	
Annuity/IRA: (If currently us	ing for living expenses.)	\$
Property/Business Income-		\$
Wages/Sal		
How about	retirement funds or annuities?	
Are you draw	ing income or letting it gro	ow?
Poter	ntial premium dollars!	
50	ntial premium dollars!	
Money Market	ntial premium dollars!	\$\$
50		\$\$ \$

ROPERTY	
House:	\$
Business Property:	\$
Other Property/Land	\$
IONTHLY INCOME	
Social Security: Client \$ Spouse \$	\$
Pension:	\$
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!	\$
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

STATE SUITABILITY DETERMINATION

PROPERTY	
House:	\$_150,000_
Business Property:	\$
Other Property/Land: Cabin up north	\$_80,000

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

But lake property is high priority!

MONTHLY INCOME

Social Security: Client \$_1100	Spouse \$ _800	\$_ <u>5,500</u>
Pension: Client \$_2600	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:	<u></u> \$

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	e	65	
Client last name	Client	Client Mont	ly Income	\$5,500	
Value of Primary Residence	\$200,000	Spouse Mor	nthly Income	\$1,200	
Value of Other Real Property	\$0				
Net Worth other than Real Estate	\$200,000				
State of Residence	MN		nership Policy um Benefit	\$0	
Agent Name	Enter Your Name	Phone Nun	nber	Enter Your	Phone #
Married Asset Spendown	Married Income Cal	culation	Print Ma	rried Illustrati	on
Married illustrations assume Client enters facility					
Single Asset Spendown	Single Income Calculation Print Single Illustration		n		
Single illustrations assume the Spouse survives the clients and enters facility					
State Partnership	Exit Medicaid T	ool			
After using a button to view a page, click on Close at the top of that page to come back to this screen					

For Agent Use Only

Income Calculation

Prepared for John & Mary Client

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

Step 1: List current incomes

Step 3: Determine Balances

List each spouses 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.

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

Step 4: Community Spouse may be entitled to additional income in special circum stances.

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

-

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:

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.

Step 6: Monthly contribution to care costs:

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

<u>\$ 89</u> **\$** 89

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



John's Income

Mary's Income \$ 1,839.00

Step 7: Amount of income left to couple

h without affecting his or har lifestyle

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

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

This is page 3 of 3. Illiustration 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

Institutionalized

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

\$

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:

List each spouses total monthly income.

Monthly Allowance. In Step 2, \$639 is moved from John's income to Mary.

\$1,839 \$ 639 \(\bigcup \) \$ 639

Because Mary has income below \$1839 he/she is entitled

to some of John's income to bring him/her up to that

Community

1,839.00

Step 3: Determine Balances

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..

\$ -	\$

4.861.00

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:

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.

Step 6: Monthly contribution to care costs:

I ne calculation snows the amount that the couple will have to contribute to the cost of care each month.

\$ 89 \$ 89

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



N/A

John's Income

89

Mary's Income

\$ 1,839.00

Step 7: Amount of income left to couple

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)

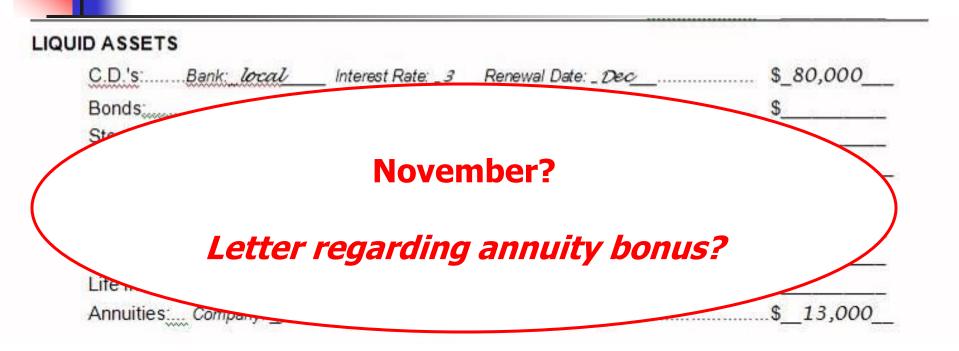


For Agent Use Only

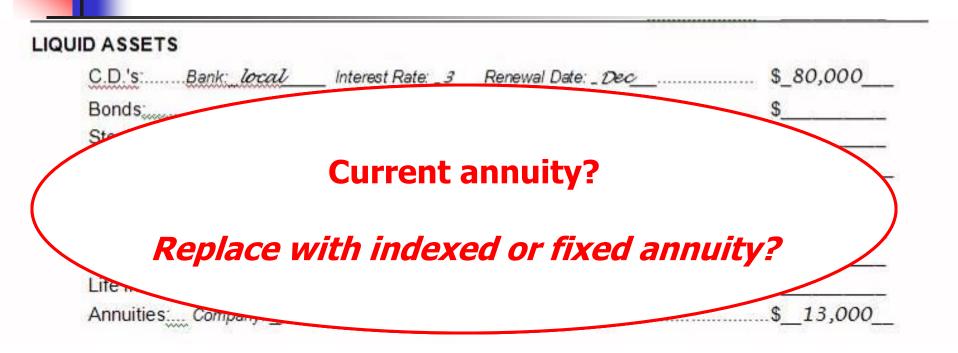
LIQUID ASSETS

C.D.'s: Bank: local Interest Rate: _3 Renewal Date: _Dec	\$_80,000
Bonds:	\$
Stocks:	\$
Mutual Funds:	\$_67,000_
Savings:	\$
Money Market Accounts: Interest Rate:	\$
Checking:	\$
Life Insurance Cash Value:	\$
Annuities: Company:Interest Rate: _2.5	.\$_13,000_

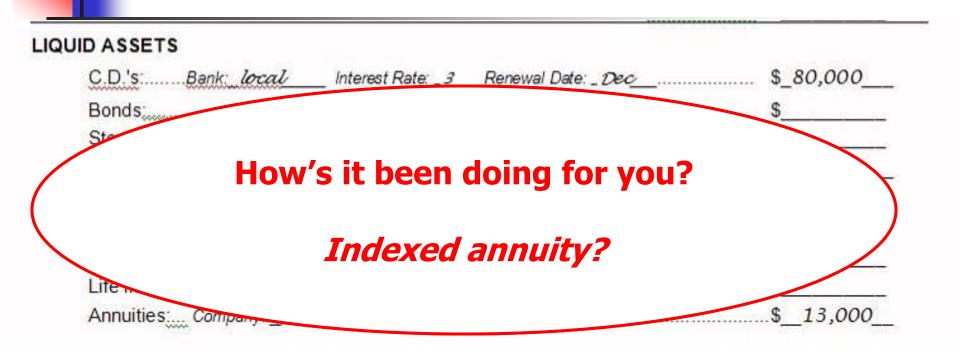
- 1. Where is potential future sale?
- 2. What questions would you ask on Fund?
- 3. Where is immediate sale potential?



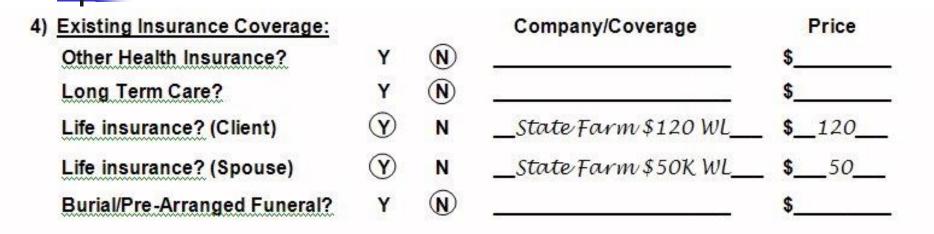
- 1. Where is potential future sale?
- 2. What questions would you ask on Fund?
- 3. Where is immediate sale potential?



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



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



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

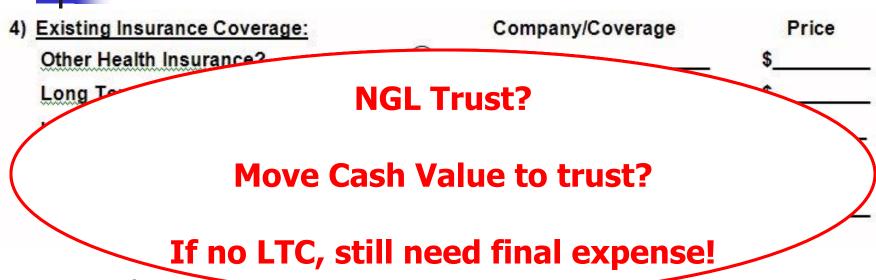
- 4) Existing Insurance Coverage: Company/Coverage Price
 Other Health Insurance?

 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?

- 4) Existing Insurance Coverage: Company/Coverage Price
 Other Health Insurance?
 Long To

 Potential premium dollars?
 - What is reason for coverage:
 - Cash Value?
 - Simple Final Expense sale?



- 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 then 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



For Agent Use Only



THANK YOU FOR ATTENDING!

GoldenCare USA ~ 800-842-7799

*Want a PDF of today's slides? Go to: www.ltcagentsalestools.com

Upcoming Webinars: www.goldencareagent.com

Recorded webinars: www.goldencaretraining.com



For Agent Use Only