

5 Reasons TO SELL LONG-TERM CARE INSURANCE

By offering long-term care insurance (LTCI), you can help clients secure their financial future, protect their hard-earned assets, and set aside funds for a long-term care crisis.

1. Growing Demand

Since the pandemic, more people have seen the realities of long-term care. Many now view their own morbidity from a different perspective and recognize the importance of planning ahead for their long-term care in order to avoid a nursing home stay.

2. State Legislation

As Washington State implemented the first state-mandated payroll tax to cover a small long-term care benefit for residents, nearly 500,000 individuals in Washington's workforce opted out of the program and decided to purchase their own private LTCI policy. Meanwhile, over 10 additional states are in various stages of developing their own long-term care programs that include mandated payroll taxes and other funding options.

3. Tax Benefits for Clients

Many states offer either a tax deduction or credit to purchase long-term care insurance. Additionally, small business owners (C-Corporation entities) can fully deduct LTCI premiums paid on behalf of an employee without limitation. Offering LTCI is an innovative way for business owners to retain employees and reduce their tax liability.

4. Be the Best Resource

Your clients deserve to hear about all the long-term care planning products and strategies available to them. Fortunately, when you contract with us, you have access to most traditional LTCI and asset-based insurance carriers in the marketplace. With the help of our team, you can offer your clients a comprehensive and competitive analysis, assuring them that they are purchasing the product that is best suited to their premium tolerance and benefit preferences.

5. Commission Opportunity

Selling long-term care insurance gives you the opportunity to earn a competitive first-year commission along with residual compensation for renewals (with most traditional LTCI carriers). Renewals will help ensure continued growth for your business, year after year.

Protect your clients and increase your revenue by selling long-term care insurance.

Ready to learn more?

Schedule a call with our team.
Scan the QR code or visit
[thekrauseagency.com/
schedule-ltci](https://thekrauseagency.com/schedule-ltci) to get started.



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