



## **The Earthquake in Long-Term Care Premiums**

by

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Several insurance companies have recently announced increases in Long-Term Care premiums -- some as high as 40%.

If Long-Term Care is in your product portfolio, [click here](#) to review an InsMark slide show on dealing with this sort of premium increase in your client presentations.

If Long-Term Care is NOT in your product portfolio, [click here](#) anyway to review the slide show as it will enable you to capture clients with LTC policies from those producers who don't know this marketing technique. These individuals may well ask you, "*How come my LTC guy didn't tell me about this?*"

Important Note: The information in this Marketing Alert and any referred material is solely for educational purposes. In all cases, approval of a client's legal and tax advisers must be secured regarding the implementation or modification of any planning technique as well as the applicability and consequences of new cases, rulings, or legislation.

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