



**Let's face it: people are living longer than ever before.** This increased life expectancy means that chances are high that many of your clients will be impacted by a chronic illness or an event requiring long-term care. **Because of this, you need to prepare them financially.**





**Who would care for you?**

**Where would you live?**

**How will you pay for it?**



Generally speaking, there are four ways to pay for long-term care services. Clients can pay for services on their own (self-fund), rely on family and friends for help, work with Medicare/Medicaid, or use long-term care insurance. Keep in mind that they may combine more than one of these solutions to help cover care costs.

 <h3>Self-Funding</h3> <p>If your clients have a pool of money set aside for retirement expenses, it could be a source of funds for long-term care costs. Or if their loved one needs long-term care, their income may be adequate to cover their expenses.</p>	 <h3>Family/Friends</h3> <p>Your clients may also plan to rely on family or friends. This can be a great solution for families committed to providing care, but it can be physically and emotionally demanding to provide this assistance.</p>
 <h3>Medicare/Medicaid</h3> <p>Medicare and Medicaid may contribute toward long-term care expenses, however there may be specific coverage limitations and asset requirements to be aware of.</p>	 <h3>LTC Insurance</h3> <p>If your clients qualify for long-term care insurance, it can be a way to help pay for long-term care services. There are also products that combine long-term care protection with life insurance and annuities.</p>

**Bottom line:** Help your clients plan ahead so they aren't depleting the funds they worked so hard to acquire or having to rely on family, friends or governmental programs. There are many products and solutions that fit with a variety client profiles. We can help lay out the options and determine that solution that fits best for each situation! Contact us today!

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