

# LTC Product Sales Tips

CBS Brokerage receives frequently asked questions from our producers. Turn these questions into sales opportunities by collecting additional facts below.

1

## “PRE-SELL” THE POTENTIAL DECLINE WHEN SELLING TO COUPLES

A high percentage of couples do not accept a policy after one spouse is declined. You can reduce this outcome significantly by openly discussing a potential decline or rating with the couple before the end of the initial sales call after completing the applications. Review the couple’s voiced reasons for moving forward with the applications and why extended care planning and LTC insurance is in their best interest. Because of these reasons, explain why it makes sense to protect one spouse if the other spouse is uninsurable - because many of their goals and objectives are still met. While the situation is not ideal, the coverage will protect the insured spouse and can benefit the uninsured spouse as well as their family from hardship.

2

## 1035 EXCHANGE WITH LIFE HYBRIDS

- Lincoln, Nationwide, and OneAmerica will all accept a 1035 Life Exchange from one or more life policies combined into one new contract (provided all ownership is the same).
- Additional monies can be accepted in the same first year.
- The client can also add ongoing premiums.

3

## ONEAMERICA—WITH A DISABILITY PROSPECT

Under Annuity Care, OneAmerica will accept an application if the client is on Social Security disability; however, the Continuation of Benefits (COB) rider may not be available. A client under a private disability insurance policy will be reviewed on an individual case basis.

Under Asset Care, OneAmerica will not accept an application for a client who is on Social Security disability. A client under a private disability insurance policy will be reviewed on an individual case basis.

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## S-CORPS—LTC HYBRIDS AND POTENTIAL TAX DEDUCTIONS

For reference, review CBS Brokerage’s 2021 Tax Advantages of Qualified LTC Insurance.

Nationwide, OneAmerica, and Securian’s hybrid products have contracts that include qualified LTC riders that may be tax deductible.

C-Corps may be eligible to deduct 100 percent of their tax qualified LTCI premiums with no premium maximum. S-Corp business owners can deduct 100 percent of their employees’ premiums, and may be eligible to deduct their premium up to the maximum age-based premium allowed, without regard to the 7.5 percent AGI (above the line deduction).

Contact **CBS Brokerage at 763.450.1870** for more information.