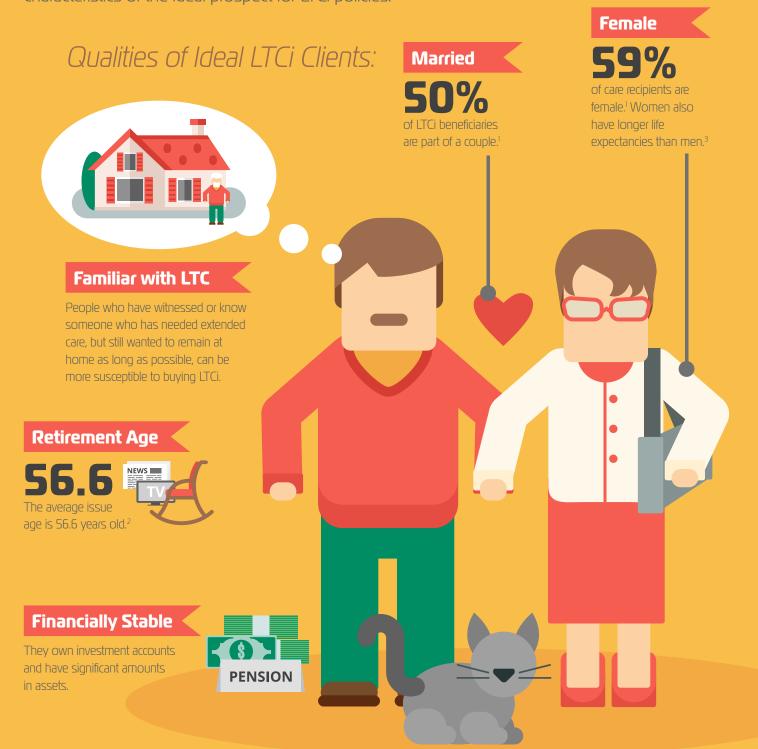
## Who is the Ideal LTCi Client?

If you're selling long-term care insurance (LTCi), it's important to know where you should focus your efforts. From gender to age, health, financial situation and marital status, here are the characteristics of the ideal prospect for LTCi policies.



## **Insurable for LTCi**

The individual is 18 to 79 years old, in reasonably good health, and not currently receiving LTC.



## In the Right Mindset

They're independent, protective of their family and nest egg, and ready to plan for the future.



Want access to other helpful resources that will make selling LTCi easy? Call **800-769-1847** 

## **SOURCES:**

