



NEW YORK LONG-TERM CARE BROKERS, Ltd.
“ Your total resource for long term care insurance”

We are an independent, nationally recognized brokerage firm specializing exclusively in long term care insurance consulting. The firm offers a comprehensive portfolio of long term care insurance programs for individuals, employers and professional associations.

Our public/private sector client list includes major universities, trade associations, credit unions, banks, broker-dealers, accounting firms, professional associations as well as a thousands of individual consumers across sixteen states.

In addition to providing ongoing workshops and educational seminars for the general public, we also sponsor a fully accredited continuing education curriculum for professionals in the financial services industry.

Our “total resource” programs offer:

- Toll-Free Dedicated Help Lines*
- Professional Executive Support Team*
- Comprehensive Portfolio of Long Term Care Policies*
- Licensed Enrollers*
- On-site Employee Seminars*
- Multi-State Subscriber Support*
- Payroll Deduction and List Bill Capabilities*

NEW YORK LONG TERM CARE BROKERS, Ltd.
11 Halfmoon Executive Park
Clifton Park, New York 12065-5631

Toll Free 1.800.695.8224
Telephone 518.371.5522
Fax 518.371.6135
www.nyltcb.com

“ A NEW EMPLOYER PROGRAM TO PROTECT RETIREMENT SAVINGS”

*Tax free, interest-bearing
cash pool*

*Retirement savings and
assets protected from
unexpected risks*

*Tax qualified investment
when 401k's and pensions
are fully funded*

*Full tax deductibility for
qualified employer
contributions*

*Affordable programs for all
ages and income levels*

*Attract and retain loyal
employees*

LONG TERM CARE: “ *The greatest, unfunded health care risk is assistance you would need if you were unable to care for yourself due to a prolonged illness or disability. Most long term care is not skilled nursing home care but home-based custodial care*”.

The 2002 MetLife Study of Employee Benefit Trends revealed the following facts:

- **60%** of all Americans who reach age 65 will need some form of long term care.
- **24%** of full time employees wrongly believed that they were covered by long term care insurance.
- **73%** of employees are concerned about providing for their own or their spouse's long term care needs.
- Employees are looking for benefits where they can conveniently enroll at the workplace with payroll deductions and group discounts.

“Long term care is an unavoidable cost for most American's and a potential time bomb for baby-boomers.” - Fortune Magazine

WHAT ARE THE OPTIONS:

- Deny the potential risk because it will never happen to you
- Decide that you can afford to pay the costs from your savings or assets
- Expect that Medicare or Medicaid will cover the expenses
- Transfer the risk to another party.

SOME FACTS ABOUT COVERAGE AND COSTS:

- A year in a nursing home could cost between \$35,000 to \$80,000 according to Business and Health Magazine
- The Wall Street Journal reported that ...70% of all single people admitted to a nursing home go broke within 3 months and 50% of couples are impoverished in 6 months after one is admitted.
- An AARP Study found that three home health care visits per week could cost \$12,000 a year.
- Medicare covers only a limited number of days of skilled care and Medicare supplement policies do not cover most long term care needs
- Medicaid restricts coverage based on income and assets and requires you to consider either asset transfers or “spending down” your assets to qualify.

LONG TERM CARE INSURANCE IS A TIMELY SOLUTION:

“Transfer the risk and enjoy peace of mind while you build interest bearing, tax free cash balances with pretax investments”

THE HEALTH INSURANCE PORTABILITY AND ACCOUNTABILITY ACT OF 1996 PROVIDES:

- Premiums for qualified long term care insurance are treated as a fully tax deductible medical expense for employees and spouses of C corps, Professional Corporations and 501c organizations
- Employer-paid long term care premiums are not regarded as imputed income for the employee
- Sub S Principals, Partnerships and Self-employed receive an increasing health insurance deduction
- Tax deductible coverage can be purchased for a “select group” of employees

DESIGNING YOUR OWN GROUP LONG TERM CARE PROGRAM:

- Employers can offer:
 1. a totally voluntary program at no cost to the business
 2. purchase policies for “key employees” as part of a total compensation package
 3. provide a “core plan” with voluntary employee options to increase coverage.
- Employer discounts are available in most states for employees and retirees as well as spouses, parents and parents-in-laws.
- Premium payments can be customized to fit the financial needs of the employer as well as the employee
- Enrollment materials and employee information programs can be customized for individual groups

THE RESULTS:

Most businesses and organizations are finding it harder and harder to attract and retain loyal, productive team members. A long term care insurance program gives you the opportunity to show that you understand and care about the critical financial needs of your employees and their families.

A long term care insurance program helps protect hard earned retirement savings and personal assets . It offers the tax incentives for both the investment and the ultimate cash benefits. It ensures and protects your standard of living and provides peace of mind for you and your employees.