



NATIONAL  
LONG-TERM CARE BROKERS, LTD.  
NEW YORK



ANNOUNCING the NY and National Long Term Care Brokers

# 2010 LTC Insurance Sales Academy

(formerly our LTC Boot Camp)

**Dates & Times:** Tuesday, November 9, 2010 – 10:00 AM – 5:00PM  
Wednesday, November 10, 2010 – 8:30 AM – 5:00 PM

**Location:** Our Corporate Offices: 11 Executive Park Dr. – Clifton Park, NY 12065  
([www.nyltcb.com](http://www.nyltcb.com); Tel: 800.695.8224 x115; Fax: 518.371.6131)

**Cost:** FREE for Fully Affiliated Producers  
(affiliated means appointed with (or have submitted licensing paperwork for) at least 4 of our key LTC carriers - MedAmerica, Genworth, John Hancock, MetLife) **BEFORE** the Academy  
\$300 payable in advance for non-affiliated producers\*  
(please contact Rich @ ext. 129 to become affiliated)

**What We'll Cover:**

- LTCi Product – Reimbursement, Indemnity, Cash, etc.
- What pays for LTC and what doesn't – Medicare, Medicaid, etc.
- The Recent DRA (Deficit Reduction Act) and its impact on the LTC market
- LTC Sales Process – what to say, how to gather facts, etc.
- Underwriting
- LTCi Taxation
- LTCi in the Business Market
- And more...

**Who Should Attend:**

- LTC-only agents & brokers
- Life agents who want to do more LTCi
- P&C agents (or life/financial services reps in a P&C agency) who want to do more LTCi production
- Financial advisors and/or Planners who want to better advise their clients about LTC risks and options
- Attorneys and/or CPAs who want to better understand the LTCi market
- And others...

**Note: BONUS Life Insurance Marketing Session!**

From 8:30AM – 10:00AM on Day 1 of the Academy we will offer a special Life Insurance Marketing Session

Check here if you are interested in attending this special session as well!!

**To Register:**

1. **Fax this Registration form**
2. **If you're not fully affiliated, Please mail us your check payable to NYLTCB for the appropriate amount**

To Prepare for the Academy:

1. We *strongly recommend* should you be new to LTCI, that you take an online LTC course prior to attending our class. Contact Melissa at x115 or [mfrasier@nyltcb.com](mailto:mfrasier@nyltcb.com) to learn of the online training opportunities we offer.

*\* We will reimburse your \$300 registration fee once you pay for 2 LTC, Life, DI or Annuity policies with us. Also, for both affiliated and non-affiliated producers, your hotel/travel expenses will be reimbursed by NYLTCB after you have delivered and paid for 3 LTC, Life, DI and/or Annuity policies (annuities factored at 5%) with at least \$6,000 of premium POST-Academy production, within 6 months of attending Sales Academy - \$200 max reimbursement – save your receipts!*

**FAX THIS FORM TO 518-371-6131 – Attn: Melissa; AND, IF APPLICABLE, MAIL YOUR CHECK ASAP TO RESERVE YOUR SEAT!!**

Name \_\_\_\_\_

Agency/Firm Name \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ email \_\_\_\_\_

Address \_\_\_\_\_ City, State, Zip \_\_\_\_\_

***Note: Hotel Information, Directions, etc. will be sent upon registration***  
***Please contact Melissa Frasier at 800.695.8224 x115 or 518.688.8115 for additional questions***