



Genworth®  
Financial

## INSURANCE FOR LONG TERM CARE IS ABOUT THE FAMILY

*Long term care can be emotionally and financially stressful for your clients and their family.*

Life insurance can help protect the family against the financial trauma of an early death. What will help protect the family and their assets if a loved one needs long term care? Typically, the spouse or the adult children become responsible for providing care, either financially, physically or both. It can take a huge toll on the family, their finances, and their lifestyle. Long term care is not only about the person needing the care; it is about the family and those providing for that care.

Long Term Care Insurance doesn't have to replace the care that the family may provide. But it can allow for a loved one to be cared for longer, better and with more dignity. The care can often be provided in their own home, and without depleting their retirement portfolio they may have spent their lifetime building.

In giving from the Heart, your clients can give their spouses something more precious than diamonds or gold. The fact is long term care can be one of the biggest threats to their standard of living. How can long term care insurance help protect your clients? Let's count the ways ...

- 1. Helps relieve the financial burden on your clients' family.** Long term care can be emotionally and financially difficult for families. The high cost of care could deplete savings and retirement funds. Family members may feel the need to provide care to keep costs down. With Long Term Care Insurance in place, you can help your clients keep out-of-pocket expenses down.
- 2. Takes care of the caregiver.** Much of the time, it is the wife or the daughter who is the primary caregiver in the household. The problem has been what providing that care may do to the caregiver(s) and the family's best thought out retirement strategy. Long term care insurance can allow for the family to provide care better and longer by paying for the type of care they need.
- 3. Helps your clients to maintain their financial independence.** Most couples want to receive care at home so that they can remain more independent. Our long term care insurance plans may give your clients the option to choose the location of their covered care.
- 4. Helps safeguard your clients' savings and retirement.** Long term care can be expensive. The current national cost of in-home assistance averages \$25.32 per hour for Home Health Aides, or \$52,665 per year for 40 hours a week of help.<sup>1</sup> The national average cost per year for a private

*(continued)*

*Long Term Care Insurance  
underwritten by  
Genworth Life  
Insurance Company,  
and in New York,  
by Genworth Life  
Insurance Company  
of New York  
Administrative Offices:  
Richmond, Virginia*

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<sup>1</sup> Genworth Financial 2006 Cost of Care Survey, Conducted by CareScout an independent research firm. March 2006.

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*Creating a strategy for a potential need for long term care is key.*

room in a nursing home is \$70,912, or \$194.28 per day.<sup>1</sup> Costs are expected to continue to rise. In 2015, a year in a nursing home could cost as much as \$110,008 and \$140,401 by 2020.<sup>2</sup> A quality Long Term Care Insurance Policy can help protect your clients' "nest egg."

**Consumer Education is Vital:** Long term care insurance is an integral part of building a financial strategy. It may help protect family assets and lifestyles. The more people learn of the impact of Medicaid and Medicare, they may look at alternatives to help fill the long term care funding gap — long term care insurance. No one likes to think about the impact of someone they love needing long term care and what providing that care could do to their family and their finances. The more consumers know the risks and the cost of long term care; the more likely they will take control and be prepared.

**Planning is Key:** Planning for life events like college, purchasing a home, marriage, starting a family, and retirement is something most of us do in some way each day. One of the possible life events that we may not always financially consider is illness. While working with your client on their financial portfolio, you need to establish that your client understands that if he lives a long life then the need for long term care services is possible. If care is needed, then what could be the impact on the family and finances? And finally, what options are there to pay for long term care services in the event that these services are needed? Long term care insurance may be an answer in planning for the potential financial impact of long term care.

**Trust in the Company is Paramount:** People are researching companies for honesty and reliable business practices. We hold high levels of integrity and are committed to helping protect our customers' lifestyles, especially during difficult times. We will strive to make things clear and simple.

**Take action today!** From your client or prospect lists, select couples that may want to give a special gift from the "Heart." Set up an appointment and talk about how they can count the ways to prepare for the future by putting a strategy in place now. Long Term Care Insurance can be a great way for couples to show each other how much they care. To learn more about our selection of Long Term Care Insurance products and how they could benefit your clients, call your Internal Sales Team.

<sup>1</sup> Genworth Financial 2006 Cost of Care Survey, Conducted by CareScout an independent research firm. March 2006.

<sup>2</sup> Assumes 5% inflation per year.