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Financial

Right Here..... Right Now

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Long Term Care Insurance Underwritten by
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2 Questions begin a new conversation

- 1- Should something happen, what is your written plan of care?**
- 2- What have you set aside to pay for it?**

A lack of tangible answers is the beginning of CHANGE

Establishing a plan for long-term care: The 3-step process...

- 1. It must be established beyond a reasonable doubt that the client believes he will live a long life and when he does will need care**
- 2. It must be established beyond reasonable doubt that the client understands the impact providing care will have on his family and best thought out retirement plan. This allows for the drafting of a plan.**
- 3. It must be established beyond a reasonable doubt that nothing will pay for that plan except LTCi**



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Step One:

Establishing beyond a reasonable doubt that the client will live a long life thus requiring the need for care

Everyone in this room...

**Believes they will live a long life
Period**

And when you do...

It's a near certainty you will need care

**Your clients believe it also. That's why they make you promise they
will not outlive their life savings**

When you live a long life...

You don't die

When you don't die, you get old

When you get old you get sick

When you get sick you need care



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Step 2:

Establishing beyond a reasonable doubt that long-term care is a family issue therefore requiring a plan to protect the family...

It's a family issue...

The question is not who will take care of your client, his family will, but rather what providing that care will do to his family and finances

Families provide the majority of care. "Family" is defined as children which often means the daughter

Caregiver stress results in severe tension between the siblings because the responsibility is not shared equally

Long-term care rarely brings families together, it tears them apart

LTCi never replaces what families do. Rather it builds on an existing infrastructure of support thus allowing the caregivers to provide the care better and longer

**Asset & Income
portfolio**

**Asset & Income
protection portfolio**

| | | |
|---------------------------------|---|------------------------------------|
| Car | ⇒ | Auto insurance |
| Home | ⇒ | Homeowners |
| Family & kids | ⇒ | Life & health insurance |
| Wealth (estate issues) | ⇒ | More life insurance |
| Salary | ⇒ | DI insurance |
| Retirement Portfolio | ⇒ | ? |

What have you allocated from the retirement portfolio to pay for long-term care?

Typical Client Response:

Nothing

Reality:

Actually, EVERYTHING from the retirement portfolio has been allocated because absent a plan for your long term care what else would pay for it.

Choice Product

Benefit Amounts - \$50-\$400

Benefit Period – 1,2,3,4,6 and Lifetime

Elimination Period – 0 Day HHC 30 and 90 Facility

Inflation Options – 5% Simple and 5% Compound

Survivorship

Care Coordination

