

Do your clients have sticker shock?

Learn how to design a policy that meets their needs & budget

There is more than one way to present the costs associated with an LTC insurance policy. If you have a client that hesitates at an initial recommendation, show them that they can still purchase ample coverage to protect their future needs. By shortening the benefit period and/or lowering the daily benefit, the annual premium can be reduced up to 50%. See the examples below:

Simple cost-saving strategies	Daily Benefit	x Benefit Period	= Total Benefit	Annual Premium ¹	Savings
INITIAL RECOMMENDATION	\$250	5 years	\$456,250	\$1,946	—
→ SAME Daily Benefit + SHORTER Benefit Period <i>Any unused daily benefit extends the benefit period</i>	\$250	3 years	\$273,750	\$1,607	18%
→ LOWER Daily Benefit + SAME Benefit Period <i>Offers comprehensive coverage that may insure a majority of the need</i>	\$200	5 years	\$365,000	\$1,557	20%
→ LOWER Daily Benefit + SHORTER Benefit Period <i>Still provides coverage for a significant amount of daily costs</i>	\$200	3 years	\$219,000	\$1,286	33%
→ LOWER Daily Benefit + SHORTER Benefit Period <i>May insure a portion of the need, at a 50% savings</i>	\$150	3 years	\$164,250	\$964	50%

By taking the time to walk through these options with your clients, you'll be able to better meet their needs for affordable and comprehensive coverage, and ultimately, achieve greater success with your LTC insurance sales.

For more information on selling LTC insurance or to run an LTC insurance quote, visit our website www.jhltc.com or contact your John Hancock representative.

1. Illustrations are based on premiums for a John Hancock Custom Care II Enhanced policy with CPI-linked inflation protection for a 55-year-old person with partner applying, and includes spousal and good health discounts.

Note: You should generally try to avoid offering a policy that combines a relatively low Daily Benefit with a long Benefit Period, as this design can trigger higher out-of-pocket costs for daily care.

Premium and benefit selection may vary by state.

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Long-term care is underwritten by John Hancock Life Insurance Company, Boston, MA 02117 and in New York by John Hancock Life & Health Insurance Company, Boston, MA 02117.

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