

Planning for long-term care

As more Americans are living longer, long-term care planning is increasing in importance. Being proactive before care is needed can make a lasting impact on a client's quality of care, ability to maintain dignity, and their family's financial security.

Clients rely on you to guide them to a financially secure retirement.

The toolkit below contains clickable links to everything you need to make long-term care conversations an integral part of the retirement planning process.

Client materials

Financial professionals project that clients who experience an unplanned long-term care event may spend their savings

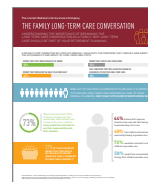
2 to 3X

faster than anticipated.¹



[MGR-PLAN-PPT002](#) ICC Version*
[MGR-PLAN-PPT003](#) Non-ICC Version†
Client seminar

Use this client seminar to establish the value of planning for long-term care as a family.



[MGR-PLAN-FLI003](#) ICC Version*
[MGR-PLAN-FLI004](#) Non-ICC Version†
Family LTC Conversation fact sheet
Learn why having discussions, especially as a family, is one of the best ways clients can prepare for long-term care.



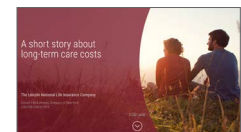
[MGR-CONV-FLI007](#) ICC Version*
[MGR-CONV-FLI012](#) Non-ICC Version†
4 Myths flier
Guide families through the long-term care conversation and help them tackle the myths of LTC.



[MGR-COST-INF001](#) National version
Cost of Care infographic
It's important to explore the costs for the different types of care your clients may want. Explore options and costs with your clients today.



[MGR-PLAN-WPR001](#) ICC Version*
[MGR-PLAN-WPR002](#) Non-ICC Version†
Planning for LTC as a Family white paper
Make your clients aware that they should be talking about long-term care with you and their loved ones now.



www.LFG.com/ExperienceLTC Non-ICC Version†
www.LFG.com/LTCExperience ICC Version*
Interactive website
Explore the importance of LTC with clients and their families through videos, fact sheets, fliers, research and printable questionnaires.

9 out of 10
individuals believe that their financial advisors should be taking the lead in discussing long-term care plans with their clients.¹

¹ VerstaResearch, "2017 LTC Marketing and Thought Leadership Research, Findings from Surveys of Advisors and Consumers," October 2017. http://newsroom.lfg.com/sites/lfg.newshq.businesswire.com/files/doc_library/file/Lincoln_LTC_Study_Part_1_Final_02.21.18.pdf.

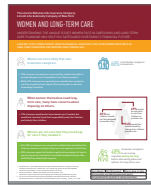
* ICC version is approved in all states except AZ, CA, CT, DC, DE, FL, HI, IN, MT, ND, NJ, NY, SD, and VI.

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Client materials



MGR-CARE-FLI005 National version
Women and Caregiving fact sheet
 Help your clients understand the impact of long-term care on women and caregivers.



MGR-CONV-WPR001 ICC Version *
MGR-CONV-WPR002 non-ICC Version †
The Long-term Care Conversation white paper
 Help clients understand why LTC planning is an integral component of retirement planning and the critical role that family conversations play in being prepared for the years ahead.

Advisor materials



MGR-CARE-WPR002
Caregiving Advisor white paper
 New research sheds light on the role women and caregivers play in long-term care.



MGR-HYB-FLI001
Why Hybrid flier
 See why long-term care planning is important, why the market shift toward hybrids, and why Lincoln *MoneyGuard*®.



MGR-CONV-PPT003
Merrill Lynch: MGR-CONV-PPT004
Chase: MGR-CONV-PPT006
Long-term Care Conversation Advisor seminar
 Making the long-term care conversation an integral part of retirement planning.

Not a deposit
Not FDIC-insured
Not insured by any federal government agency
Not guaranteed by any bank or savings association
May go down in value

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Order code: MG-T3-FLI001



You're In Charge®

Make LTC planning part of every client's retirement strategy.

For more information and planning resources, contact your Lincoln representative.

Lincoln *MoneyGuard*® solutions are universal life policies with riders that reimburse for qualified long-term care expenses.

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