How A Client Benefits From Long-Term Care Planning

Every client needs Long-Term Care Planning, and this guide helps you understand how to identify client misperceptions and misaligned planning goals to better engage them for appropriate planning.

Client Categories	Those In Or Near Retirement	Single Females	Older Clients	Affluent Clients	The "Sandwich" Generation	Executives or Client with High Incomes
Age	50 – 80	50 – 80	70 – 80	35 – 80	40 – 65	45 – 65
Reasons To Advise Your Clients to Begin LTC Planning.	Proper LTC planning preserves retirement income by protecting portfolios from late-life, non-discretionary care expenses.	Proactive LTC LTC planning preserves retirement income by protecting portfolios from late-life, non-discretionary care expenses.	"Medicare Gap" LTC planning preserves control by protecting existing assets and retirement income from immediate care-related disruption.	The higher the net worth, the better LTC planning preserves intentional decision-making by removing costs from reactive, crisis-driven funding.	LTC Planning is needed to preserve family stability by preventing caregiving and financial strain from cascading across generations.	LTC planning preserves tax efficiency by controlling how and when future care costs are funded.
Misperceptions or Misaligned LTC Planning Goals to Identify	*When a retirement plan is solid, then healthcare will just be another expense.*	*You can figure it out if and when care is necessary.*	*Having savings set aside means existing sufficient coverage.*	*My net worth gives me flexibility if care is needed*	*A parent's LTC Planning situation is separate from my own planning*	*Incme is high enough to absorb whatever healthcare LTC costs might arise one day.*
Plan Funding Preferences	☐ Non-Qualified Accounts / Cash ☐ Qualified Funds	☐ Non-Qualified Accounts / Cash ☐ Annuity Cash Values and Income Riders	☐ Non-Qualified Accounts / Cash ☐ Home Equity / HECM / Reverse	☐ Non-Qualified Accounts / Cash ☐ Qualified Funds	☐ Non-Qualified Accounts / Cash ☐ *"I haven't really thought about it"* (unspoken)	☐ Non-Qualified Accounts / Cash ☐ Qualified Funds
Clients Identified	1) ____ 2) ____ 3) ____ 4) ____	1) ____ 2) ____ 3) ____ 4) ____	1) ____ 2) ____ 3) ____ 4) ____	1) ____ 2) ____ 3) ____ 4) ____	1) ____ 2) ____ 3) ____ 4) ____	1) ____ 2) ____ 3) ____ 4) ____

It's important to engage clients about LTC because most have not addressed it in their comprehensive planning, and proactive planning will help mitigate the financial, emotional, and physical risks associated with a LTC need.