

# The ideal clients for Nationwide YourLife CareMatters

## Things to look for:

- » Target ages **50 to 70** (available for ages 40 to 75)
- » Assets or income that can be repositioned for LTC coverage
- » Preference for premiums and benefits that are guaranteed
- » May have experienced physical or financial challenges with a loved one's LTC needs
- » Clients who hedge risk — for example, with life insurance, conservative investments or umbrella policies

## Assessing the situation

### Michael

Age 60



### Robert & Lisa

Age 55

Age 50



#### The background

Michael has a certificate of deposit (CD) that he's renewed several times. He doesn't need the money for retirement income, so he's earmarked it for unexpected costs, such as LTC expenses.

#### His worry

The CD might not grow at the rate required to help pay for LTC.

#### His Nationwide YourLife CareMatters policy

Michael uses the money he currently has in the CD to buy a Nationwide YourLife CareMatters policy and leverages the assets to buy a larger LTC benefit. If he never needs care, the death benefit will be equal to or greater than the premiums he paid into the policy.

#### The background

Robert and Lisa are married, and they've been managing Lisa's mother's LTC needs for several years. Her mother did not budget for those costs, which has put both financial and emotional stress on the couple.

#### Their worry

Robert and Lisa don't want their own children to go through the same anxiety and stress, so having a plan for their LTC needs is important to them.

#### Their Nationwide YourLife CareMatters policy

Lisa is younger than Robert, and she's likely to have a longer life and to be without a spouse to care for her in later years. They decide to put more money into her Nationwide YourLife CareMatters policy to prepare for these circumstances, while still getting Robert a policy that will provide funds if he needs LTC.

## Having a conversation about Nationwide YourLife CareMatters

Here are examples of ways you might speak with clients about how Nationwide YourLife CareMatters works, using the case studies from the client brochure.<sup>9</sup>

### Michael

Age 60



### Robert & Lisa

Age 55

Age 50



#### Logical sale

##### » Things to look for:

- Michael has assets that are not being optimized
- He believes he has planned for retirement expenses, but he may not have included possible LTC costs and their impact on his retirement plan
- He does not believe he's likely to need LTC and hesitates to put funds into something on which he won't get a return
- He's careful with his money and wants to be sure he purchases products that give him the best value

##### » How to speak with Michael (or someone like him):

- Show him that by purchasing Nationwide YourLife CareMatters, those underutilized assets can be repositioned to provide more benefits
- Discuss how Nationwide YourLife CareMatters can help fund an LTC plan so that he and his family are better protected if he needs LTC

##### » His motivations for purchasing:

- He's comfortable putting assets into Nationwide YourLife CareMatters because he sees the value in the large benefit pool and knows he's getting a lot for his money
- Repositioning his assets allows him to access a larger amount of LTC benefits to cover many of his LTC expenses
- He feels comfortable with his decision because the cash value is guaranteed if no LTC is needed

#### Emotional sale

##### » Things to look for:

- People often don't think about LTC until they experience it with a family member or a loved one; in Robert and Lisa's case, her mother has needed LTC for several years
- Because her mother had not planned for these needs, Lisa and Robert are physically and emotionally burdened
- They fear that their children will one day be in the same situation

##### » How to speak with Robert and Lisa (or people like them):

- Discuss their current situation caring for Lisa's mother
- Ask them what they wish Lisa's mother had done differently and what type of plan they want to have
- Ask if they have an LTC plan, and if so, whether they have discussed it with their children; if not, discuss how Nationwide YourLife CareMatters can provide them the plan they need

##### » Their motivation for purchasing:

- They want to protect their family members by having the finances in place to cover their LTC needs
- They do not want their children to go through the emotional and financial stress that they have experienced
- They like the additional death benefit that Nationwide YourLife CareMatters offers because the cost of the premium (or more) will be paid to the beneficiaries if the policy is never needed

<sup>9</sup> These are hypothetical examples meant to illustrate how Nationwide YourLife CareMatters works. LTC benefits can be subject to taxation, so your clients should consult with their legal or tax advisor about their specific situation.