

## Why Long-Term Care Insurance (LTCi) is great for Mom-and-Pop Businesses

1. People are living longer, hence more likely to need LTC (long-term care). A 65-year-old couple has a 75% chance of one of them needing care for a year or more. Such people average close to 4.5 years of care. Better outcomes result if families prepare for LTC in advance.
2. If either business-owner becomes a caregiver, the business suffers.
3. The best care is a mix of family care and commercial care.
4. Commercial LTC cost is likely to increase faster than the cost of living (CPI) because demand will exceed supply. LTCi helps people stay home without burdening family, thereby reducing caregiver burn-out.
5. Owners get great tax breaks for buying LTCi, and can offer it to employees at employee cost. Tax breaks generally *increase* in value over time.
6. About 40% of employees have started providing care (only 20% self-identify as caregivers). They exercise, sleep and visit *their* doctor less. They eat more fast food and may smoke more, drink more alcohol and use more drugs. Tired and stressed, they're less productive, may harm co-worker productivity and increase employer health & disability costs & liability risk.
7. Employers can protect productivity by offering LTCi to elders (& employees, spouses and siblings). We can help even uninsurable relatives.
8. You typically can recover all your premiums if you receive full benefits for a year, no matter how long you pay for LTCi.
9. LTCi makes your financial legacy more secure for heirs. (If you self-insure and never need care, the money you save can't be spent on you because you have to be ready to pay for LTC until the day you die.)
10. Buying 10 years earlier gets at least 34% more coverage, usually several hundred thousands of dollars (because of 3% compounding).
11. Health concessions can make it easier to qualify for coverage.
12. LTCi can protect middle class financial legacy twice thanks to State LTCi Partnership programs.