

Life Secure Insurance Company's CUSTOMIZABLE MARKETING MATERIALS

STEP 1: PICK A FORMAT

FLYERS



FNVFI OPF



POSTCARDS



EMAILS



POSTERS



MESSAGES

STEP 2: CUSTOMIZE



Look How Affordable Long Term Care Insurance Can Be





you can purchase a long term care insurance plan from LifeSecure. **Benefit** Monthly Monthly **Bank Benefit Premium**

\$3,000

\$3,000

\$38.09

\$52.15

For less than the cost of a cup of gourmet coffee a day,

\$85.10 Age 60 \$300,000 \$3,000 Benefit amounts shown above relate to an insurance plan a 90-day Benefit Wait Period. Premium assumes multi-life rate class for a married person whose spouse/partner is issued a policy also.

\$300,000

\$300,000

Age 40

Age 50

AREA 1

AREA 2

Our LTC insurance product is underwritten by LifeSecure Insurance Company - Brighton, MI. LTC insurance policies have exclusions and limitations. This is an insurance solicitation. A licensed LifeSecure agent may be contacting you.

ICC13-LS-LTC-0329-L Policy Form Series: ICC13-LS-LTC-0004, ICC13-LS-LTC-0005 LS-LTC-0004 ST 01/13 and LS-LTC-0005 ST 01/13 LS-LTC-0329-L ST 01/13

www.YourLifeSecure.com

AREA 1 OPTIONS YOU CAN CHOOSE

Simplified Issue Information

Information relating to Simplified Issue may appear here, including: the multi-life group's approved enrollment period (i.e., June 1 – August 31, 2014); a brief description of LifeSecure's multi-life program rules for Simplified Issue underwriting (i.e., for applicants through age 65; for actively-at-work spouses)

Seminar/Webinar Information

Information relating to educational sessions may appear here, including: meeting dates, locations, times, webinar URL, login info & call-in numbers, seminar meeting room, and/or refreshments/meals

Website/Portal Login

Information relating to LifeSecure's Worksites & Associations portal may appear here, including: LifeSecure's website and group # (needed to quote and/or apply for coverage online).

LTC Video

being served.

Click here to view video. (for Email only)

Contact information

May include agency's or company's name, contact name, phone num-

bers, email and/or website address.

AREA 2 OPTIONS YOU CAN CHOOSE

Co-Branding Option

You may include your logo or your client's logo in this area. It helps when customers see something they recognize and identify with.

STEP 3: LET US KNOW!

MESSAGES

- I Won't Need It: Think Again!
- **Look How Affordable LTCi Can Be**

An LTCi Plan in 3 Easy Steps

- Protect Your Savings **Saving to Pay for Care**
- **Time is Running Out**
- **Why Should You Consider LTCi?**
- What is LTCi... and What it's Not **Who Will Pay for Care When You Need It?**

Why Buy Now? I'm Too Young!



CALL YOUR LIFESECURE REGIONAL SALES CONSULTANT OR MULTI-LIFE SALES SPECIALIST TO GET STARTED.

information and send you an e-file to print, mail or handout -whatever works best with your marketing plan! The customized e-files are provided at **no cost to**

We will customize the selected items with your

you. Hard-copy printing of any custom materials will be at your own expense. LifeSecure can help arrange printing, if needed.



CHOOSE THE FORMATS YOU NEED WITH DIFFERENT MESSAGES TO CREATE YOUR OWN LIFESECURE LTC MARKETING CAMPAIGN!



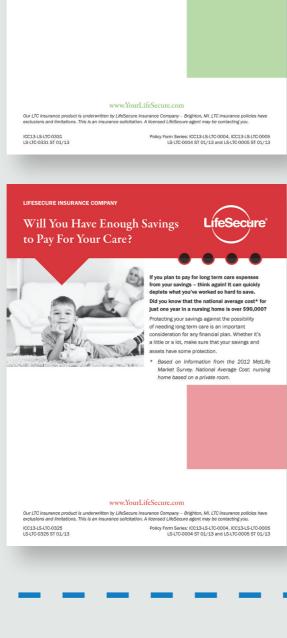
Life Secure Insurance Company's CUSTOMIZABLE MARKETING MATERIALS

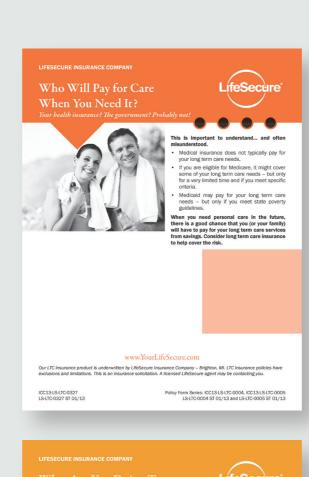
AVAILABLE TEMPLATES IYES, YOU CAN PICK MORE THAN 13

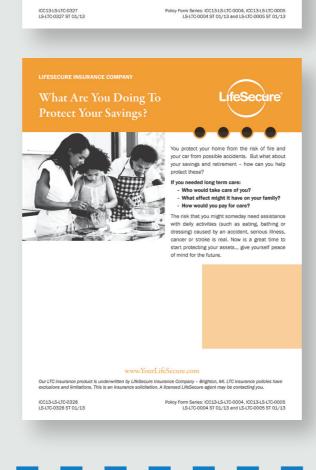
FLYERS 8.5" X 11"









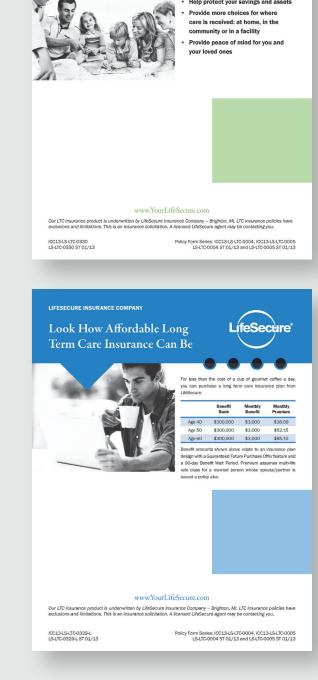




So, what if something happens to you?

Policy Form Series: ICC13-LS-LTC-0004, ICC13-LS-LTC-0005 LS-LTC-0004 ST 01/13 and LS-LTC-0005 ST 01/13

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LIFESECURE INSURANCE COMPANY

This is important to understand... and often misunderstood

· Medical insurance does not typically pay for your long term care needs.

- but only for a very limited time and if you meet specific criteria.

• If you are eligible for Medicare, it might cover some of your long term care needs

· Medicaid may pay for your long term care needs - but only if you meet state

Who Will Pay for Care

When You Need It?

poverty guidelines.

Your health insurance? The government? Probably not!

ICC13-LS-LTC-0327

LS-LTC-0327 ST 01/13

ENVELOPE STUFFERS 8.5" X 3.6" DOUBLE-SIDED

What Long Term Care

accident, illness, surgery, or simply old age.

Insurance is... and What It's Not!

It is not Disability Insurance - that replaces your income.

It provides benefits for personal care and assistance with everyday activities

It is not Health Insurance - that helps cover your medical expenses.

like eating, bathing and dressing, which may be needed as the result of an injury,







POSTCARDS 7" X 5" DOUBLE-SIDED

What's missing in your insurance plan?







Protecting your savings against the possibility

of needing long term care is an important consideration for any financial plan. Whether it's a

little or a lot, make sure that your savings and asset

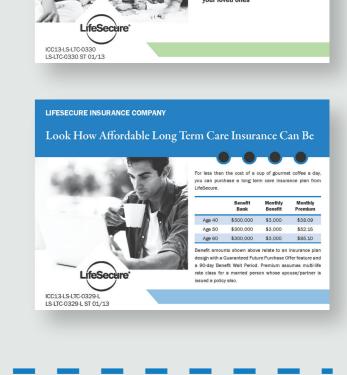
Based on information from the 2012 MetLife Market Survey. National Average Cost: nursing home based on a private room.











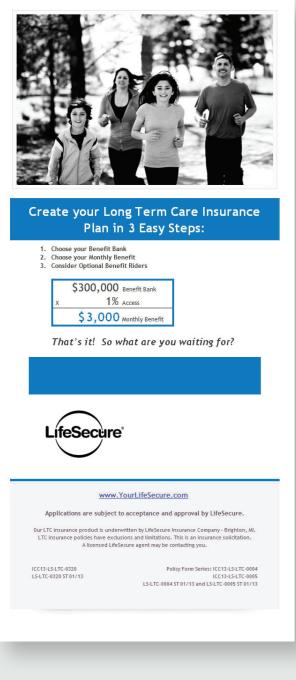
Why Should You Consider Long Term Care Insurance?

Help protect your savings and assets

Provide more choices for where

Provide peace of mind for you and

EMAILS

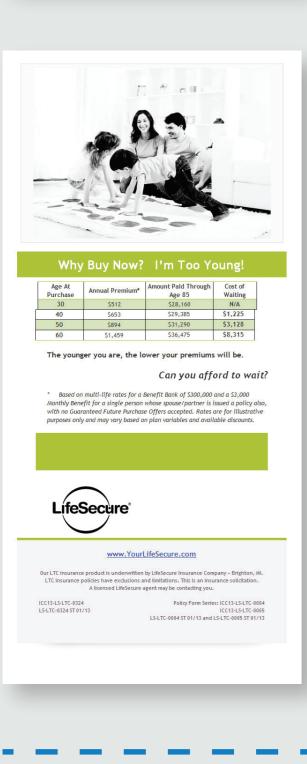




















Why Buy Now?



Time is Running Out!



Who Will Pay for Care

When You Need It?



What Long Term Care Insurance

is... and What It's Not!



Why Should You Consider

Long Term Care Insurance?





