

Provide Guidance to Your Clients and Their Families

WHITEPAPER



Are You A Professional Providing Guidance to Clients and Their Families?

Your clients have needs extending well beyond asset accumulation, income distribution, and estate planning. Most people don't plan for long-term care, despite its necessity. Without a plan in place, clients and their loved ones can incur large, unexpected expenses and stressful decision-making.

The Certification for Long-Term Care offers comprehensive training that allows professionals to earn a Certification in Long-Term Care (CLTC) designation. It provides the critical tools necessary to confidently discuss the subject of longevity and its consequences on a client and their family.



Why Get Certified?

EXPAND YOUR KNOWLEDGE

A CLTC designation is ideal for those in the fields of insurance, financial services, law and accounting. Professionals need to know how to talk to clients about the severe financial consequences a need for care over an extended period of years would have, not only on their client but on the emotional, physical and financial well-being of those they love.

SET YOURSELF APART FROM COMPETITORS

Between the “Baby Boomer” generation approaching retirement and the COVID-19 pandemic, people across the US have never been more motivated to take control of their healthcare. Extended care planning is particularly challenging, as it includes several variables including care costs, life expectancy, and the potential for a long-term chronic disability. As a result, many individuals and families turn to specialists in extended care planning for help.

By earning a CLTC designation, clients will know you are committed to your education in this area and are a long-term care planning specialist, setting you apart from your competitors and increasing your credibility and trustworthiness in the marketplace.

Why Get Certified?

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STAY INDUSTRY-SAVVY

Changes in client preferences and new legislation have a significant effect on the approach to extended care planning. Earning a CLTC designation will provide deep insights into the long-term care industry and its current trends, as well as details about Medicare, Medicaid, VA benefits, self-funding, LTC insurance, state partnership plans and tax benefits. Graduates of CLTC also have access to other long-term care specialists, ongoing webinars and other educational resources as well as client engagement tools.

STRENGTHEN RELATIONSHIPS WITH CLIENTS

By earning a CLTC designation, retirement and financial planning professionals gain the skills needed to effectively discuss the importance of extended care planning, how to fund those plans, and when appropriate, recommend long-term care insurance.

Clients looking for LTC solutions for themselves or a loved one are dealing with a very difficult and overwhelming situation. Creating authentic connections with clients instills confidence, mutual respect and lasting relationships.



Get Started Today

Our classes help make the intangible tangible through multiple learning channels and a student-centric teaching style, helping professionals help their clients plan for what will likely be one of the most complex and difficult times of their lives.

If you are interested in learning more about the CLTC designation, visit our website at www.ltc-cltc.com, or contact Bruce Harris, Account Executive at bharris@ltc-cltc.com or **984-227-8566**.

