



LONG-TERM CARE  
INSURANCE

# Responding to common cost objections

## ■ Scenario:

Your client thinks that LTC insurance is too expensive

### Response:

Let your clients know that while you understand that premiums on LTC insurance policies can be high, you also have an understanding about how beneficial the coverage can be for them and their family members. To demonstrate value to your clients, show them how to design a policy that covers their needs and fits within their budgets. Try the following options to help them overcome their cost objections:

#### ■ OPTION 1:

"It sounds as if you have looked into LTC insurance in the past, but maybe you weren't shown various options. A policy can be designed to fit within your budget. Adjusting the daily benefit and/or the benefit period can lower the annual premium, therefore putting the premium within reach. Let me show you a few examples."

### ■ OPTION 2:

"While certain policies can be expensive, keep in mind that your premium is purchasing a total pool of money. For example, a \$2,000 annual premium gives you access to a pool of \$273,750 worth of coverage today, in 30 years that coverage can increase to almost \$900,000.<sup>1</sup> Most people feel they would rather leverage their money and pay pennies on the dollar for care now rather than dollar for dollar out of pocket later. Does that make sense?"

### ■ OPTION 3:

"The national average cost for one year of nursing home care is: \$75,000.<sup>2</sup> If a need for care came up unexpectedly, have you made the appropriate plans to cover these costs?"

## Final Thought:

By taking the time to familiarize yourself with these helpful tips, you'll show your clients that you understand and can respond to their needs and budget concerns.

# Partner with a leader in LTC insurance

With a proud history of more than 145 years, and financial strength ratings among the highest in the industry,<sup>3</sup> John Hancock is dedicated to providing innovative long-term care insurance products for individuals, families, associations, and employers. When you partner with John Hancock, you can be confident that we will be there to deliver on our promise.

1. Proposal based on a 55 year-old, purchasing a Custom Care II Enhanced policy, 3 yr. coverage, 90 day elimination period, \$250 daily benefit with CPI Compound Inflation. 30 year projection is based on an annual increase of 4%.
2. John Hancock Cost of Care Survey, conducted by CareScout, 2008.
3. To view our most current financial ratings, please go to [www.johnhancockLTC.com](http://www.johnhancockLTC.com). Financial strength ratings measure the Company's ability to honor its financial commitments and are subject to change. The ratings are not an assessment or recommendation of specific policy provisions, premium rates or practices of the insurance industry.

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