**Group LTC insurance**

# Pre-approach email or letter

{First name},

Everyone has a Long-Term Care (LTC) story.

If it hasn’t happened in your own family, you likely know someone who’s been affected by a serious medical condition or needed care at home or in an assisted living facility. You may have seen first-hand the toll this can take on loved ones emotionally & financially.

As your benefits broker, it’s my responsibility to work with you (and your employees) to consider the impact that a Long-Term Care event could have on families and retirement plans.

There’s many misconceptions about Long-Term Care – from the likelihood of needing care, to funding strategies, Insurance options and to the government’s role. I’d like to help you understand your options for planning, and I think it would be make sense for us to talk through how Group LTC Insurance may help your employees protect their retirement income and lifestyles.

Just send me some days and times over the next two weeks that work for you and I’ll send a calendar invite for a quick call.

Talk to you soon.

Sincerely,

{Broker name}

{Email signature}