



FlexFitSM Premium | FlexFitSM Packages

FlexFitSM Premium¹

Options start at less than \$100 a month

We've been talking to your prospects.

New Genworth consumer research just might change the way you sell long term care insurance (LTCI). Here's what we've learned:²

- The top reason consumers don't buy long term care insurance is **cost**.
- Consumers believe LTCI could cost as much as **\$15,000 per year**.
- They are **40% more likely to purchase LTCI** when they see actual premiums.

Want to show your clients actual premiums? Now it's easier than ever, with the [FlexFit Premium](#) package.

FlexFit Premium options **start at less than \$100 monthly** for qualified applicants. Pick the annual premium option that fits your client's budget, and the rest of the information will populate automatically.



See how Kathy and Mike got an LTCI policy under \$100 per month each.¹



For more information, visit our [FlexFit Premium page](#).

¹ Not all applicants will qualify for options that cost less than \$100 monthly.

² Source: Genworth Long Term Care Insurance Prospective Customer Study, March 2014.

Long Term Care Insurance underwritten by Genworth Life Insurance Company, Richmond, VA

Policy, benefits and riders may not be available in all states. Terms and conditions may vary by state.

©2014 Genworth Financial, Inc. All rights reserved.

160796FPE2 09/17/14