



LTC News

In this issue >>>

Issue 10.3 • 3 Pages

Now Showing: Top Performers Materials Guide1

Featured Presentation:

LTCi Needs Video 2

We're Moving:

New Addresses! 2

Support 3in4 Need More..... 3

THINK  NOW

   

SALES IDEAS | NEWS | TOOLS | ANNOUNCEMENTS



Now Showing: Top Performers Materials Guide

Get ready for your LTCi close-up! For Long Term Care Awareness Month, we're turning our lens on sales materials that can help you sell Transamerica LTC policies. And to help you navigate through these Star-studded Performers, we've created the **Top Performers Materials Guide**.

The guide is more than just a list of available materials. It shows how you can help drive interest in LTC. You'll get a tutorial for each piece including:

- Who would best benefit from the material
- When to use the piece in your sales cycle
- Highlights of the contents
- An image of the print covers and screen shots of the videos

Nothing helps create awareness more than education, and the more you know about Transamerica LTC marketing

materials, the better you can provide your clients with the information they need to protect their financial futures.

Help put LTCi in the picture for your clients and prospects with Transamerica LTC marketing material. **Visit our Star-studded Performers website** to view our featured material. To order printed copies, visit our **Agent Resource Center**.



SCROLL DOWN





Featured Presentation: LTCi Needs Video

Every good presentation needs a pre-show kick-off. And we've got a blockbuster!

Our new LTCi Needs video is a quick-paced, engaging look at the potential financial risks of long term care.

This Star-studded Performer is ideal to use before speaking to a group to drive interest in LTCi. There's no mention of specific policies or other details, just a clear introduction to the real costs of long term care and the need for protecting assets.

The video uses high energy music and animated text that shows the statistics of financial risk, chances of needing LTC, and the costs of care, including the costs for family caregivers — all in under three minutes.

Critics love it. Audiences will cheer. And we're betting on a happy sales ending.



The video has been approved for all audiences in ICC states and New York with additional states coming soon!



[View the video now!](#)

TIP: you can search our materials by state to see what has been approved. Go to www.taltc.com, Order Supplies.



We're Moving: New Addresses!

Halloween may be filled with ghosts and goblins, but for Transamerica LTC, it will be filled with moving crates and packing tape.

Due to the move, our office will close at 3:00 p.m. Central Time on Friday, October 31. However there may be service delays throughout the day.

We expect to be fully functional in our new office in Plano, Texas, on Monday, November 3; however, we

apologize in advance if there are any inconveniences and appreciate your patience.

For marketing correspondence and New Business/Applications and Underwriting (all states except NY):
P.O. Box 869093
Plano, Texas 75086-9093

For NY:
P.O. Box 869098
Plano, TX 75086-9098



SCROLL
DOWN

For Contracting and Licensing:
P. O. Box 869090
Plano, TX 75086-9090

The new physical address for overnight and FedEx mailings:
2700 West Plano Parkway
Plano, TX 75075

Any mail addressed to our Bedford, Texas, office will be forwarded to our new location for at least six months. All toll-free phone numbers will remain the same. Direct-line phone numbers will change, so you will receive a redirect number when calling.

We look forward to continuing to serve your LTCi needs from our new location.



Support 3in4 Need More

Awareness – Education – Action

Transamerica LTC supports the 3in4 Need More campaign, which is dedicated to raising awareness of the importance of planning for one’s long term care needs. The campaign utilizes multiple marketing strategies in order to increase awareness nationally. These strategies are applied by producers, agencies, carriers and strategic partners in order to help reach this goal and solidify the importance of the campaign message.

The 3in4 Association (3in4) operates as a nonprofit 501(c) (6) corporation and the 3in4 Need More campaign is a public service of the 3in4 Association. The campaign is the awareness and education component for the Association. Members of the campaign across all industries, genders and age groups.

Click below to see what’s available on the 3in4 website:

- Launching in November: **“Working With A Specialist” TV Commercial**

- **Home Page**
- **Membership Benefits**
- **Become A Member**
- **Leads**
- **Agent Portal**
- **3in4 Smart App**



Useful Links: Agent Materials eKit, Agent Resource Center

Long Term Care insurance underwritten by Transamerica Life Insurance Company, Cedar Rapids, IA, and, in New York, Transamerica Financial Life Insurance Company, Harrison, NY. Products may vary by state.

For Agent information only. Not for public distribution.

Home Office Contact Information

Transamerica Long Term Care
1900 L. Don Dodson Drive, Suite 300
Bedford, TX 76021
Phone: 888-545-2713
Fax: 817-285-3452
Email: LTCMkt@transamerica.com

