

Economic Slump Stirs Doubts about LTC

Many consumers who have seen their home values decline and stock portfolios raided in recent months now doubt their ability to self-insure for potential long-term care needs.

That is according to researchers at the Life and Health Insurance Foundation for Education (LIFE Foundation), who found that 64% of Americans age 45 and older think the downturn has hurt their ability to pay for long-term care services should they need them for an extended period of time. So, how will these attitudes affect peoples' buying decisions when Long-Term Care insurance is presented to them? It's difficult to say.

Some think that consumer worries about the ability to pay for long-term care should drive an increase in sales. Genworth Financial, for example, has reported its LTCi sales so far in 2008 are up 30% over last year. Others think many consumers have a tendency to lay low during recessions and not make any major purchases, potentially hindering LTCi sales. However, given the current market turmoil, you could argue that products designed to protect wealth will continue to sell.

At the very least, the survey's findings show that the willingness to self-insure for long-term care is waning for the time being, which should eliminate a common objection people have to buying Long-Term Care insurance. With that in mind, it might be a good time for agents to contact prospects you've met with in the past who said they were going to self-insure. Ask if their situation has changed and if they would like to see some of the new products you offer.

The need for long-term care is not going anywhere. What has changed is the consumer's ability to pay for that care. That's where you come in.

Call an SMS Marketer today to find out more about our Long-Term Care options.

About Senior Market Sales

Omaha-based Senior Market Sales has marketed Medicare solutions, health insurance, life insurance, annuities and other insurance products geared for seniors since 1982. The family-owned business provides independent agents with access to products from top carriers, as well as technical and web-based tools that help them leverage their time and grow their business.

Senior Market Sales maintains a number of Web sites for agents and consumers, including www.seniormarketsales.com, www.maturehealthcenter.com, www.MAforagents.com, www.medsupforagents.com, www.partdforagents.com, and www.eannuitycoach.com.