

# LTC Financial Partners Attracts Top Agents with Industry First: Ownership

**Fast-growing Brokerage, Leader in Long Term Care Insurance, Offers New Income Stream Based on Shares**

KIRKLAND, Wash. – September 13 (SEND2PRESS NEWSWIRE) – LTC Financial Partners LLC, the nation's first and only national, agent-owned long term care insurance brokerage, today announced a bold campaign to recruit a commanding majority of the industry's best agents.



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The brokerage, founded in 2003, already leads the LTCi field with more than 100 Partners averaging seven years' experience. Of America's 100 top LTCi producers, more than half are LTC Financial Partners. "But we're not satisfied," says Craig Smith, President. "We're looking for more of the best." The firm seeks to double, triple or even quadruple its size by attracting "those really committed to being specialists and wanting to join a top-performing organization," he says.

What's the carrot? "Ownership," says Cameron Truesdell, Chairman and CEO. "Every Partner gets shares, a new concept in the LTCi field; and the number of shares goes up based on production." That means that agents can look forward to a whole new income stream: dividends from their shares. This stream is designed to keep flowing, month after month, on top of agents' premium renewals.

The ownership concept is explained in a "Partner Package," available soon to qualified candidates. It may be requested, free of charge, at –

As owners of LTC Financial Partners, agents enjoy a national infrastructure that further maximizes their success by minimizing the things they hate, like cold calls to solicit appointments. For example, the company is cutting deals with national banks, associations of various types, and organizations like the National Network of Estate Planning Attorneys. These affiliates, "uncover the needs, then call our Partners in as the experts," states Dan Cahn, VP of Business Development.

The brokerage expects to keep growing rapidly, at the rate of 30% or more per year. "Just think of the untapped market," says Truesdell, "77 million healthy, active baby boomers nearing retirement." Truesdell and co-founder Craig Smith are pioneers in their field. They were principals of LTC Inc., founded in 1985 and later sold to GE Capital. Their new venture distinguishes itself by offering carefully selected products from multiple leading carriers including Allianz, MetLife, MedAmerica, Prudential, John Hancock, Physicians Mutual, and Unum Provident.

In addition to requesting the "Partner Package," candidates are encouraged to call their national recruiter, Arienne Channer, at 866-471-4072 for immediate information.

Candidates may also meet the founders and over 100 of the Partners at the 2005 National LTCi Producers Summit, in Kansas City, October 16-18. The Summit is the nation's premiere conference for long term care agents. More information is available at

**RECRUITING CONTACT:**

Arienne Channer of LTC Financial Partners – National Recruiter – 866-471-4072

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