

# Top Long-Term Care Insurance Brokerage Seeks Agents Who Want to Be Owners

**LTC Financial Partners Is On a Roll; With 40% of the Nation's Best Performers Already, They're Attracting Even More With Independence and New Income**

KIRKLAND, WA (SEND2PRESS NEWSWIRE) – Today LTC Financial Partners LLC, the nation's most experienced long-term care insurance brokerage, announced the results of a recruiting campaign launched in September: 65 new Partners enrolled to date. "We're delighted," says Cameron Truesdell, CEO, "but we won't be satisfied until we have 300 of the best of the best." Known in the industry as LTCFP or "The Partners," the brokerage now includes 151 independent agents nationwide.



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in 2003, the brokerage is on course to lead the LTCi field in number of agents, expertise, and volume of premium placed. LTCFP's Partners average eight years' experience; and that's in long-term care insurance (LTCi) exclusively. Of America's 150 top LTCi producers, 60 or 40% are LTC Financial Partners. "But we've only just begun," says Craig Smith, President. "We want to include a majority of those who are committed to being specialists; and who want back-end support so they can focus on business," he says.

*\*(Photo Caption: Cameron Truesdell, CEO of LTC Financial Partners)*

What's the key to LTCFP's rapid growth? "Ownership," says Truesdell. "Every Partner gets shares, and the number of shares goes up based on production."

That means a whole new income stream from share dividends – a new concept in the LTCi field. This stream is above and beyond the traditional income from premium renewals. The details of LTCFP ownership are explained in a “Partner Package,” available on request at –

While enjoying independence and multiple income streams, the organization’s Partners get the kind of central support common in large insurance companies: help with advertising, public relations, and lead generation so they don’t have to make so many cold calls. “We think we offer the best of both worlds,” says Jonas Roeser, Director of Marketing, who has won awards for his brochures and other support materials.

Under the leadership of Dan Cahn, VP of Business Development, LTCFP is forming alliances with banks and associations such as the National Network of Estate Planning Attorneys. “They call us in when their clients have long-term care needs,” he says. “For our Partners, that means instant hot prospects with no pounding of the pavement.”

Cahn adds, “We need a lot more Partners to service our national accounts.” These include several wire houses (companies in the financial service industry). “We are now assigning Partners to wire-house branch offices throughout the country.”

As 77 million baby boomers near retirement, the LTCi field is set for explosive growth. “We’re exploding too,” says Truesdell. He 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.

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