

Sign of Jobs Turnaround? One Company Seeks to Fill 300 New Positions

KIRKLAND, Wash., Sept. 30 (SEND2PRESS NEWSWIRE) – Stagnant economy? Jobs hard to come by? If you're an employer, jobs too risky to create? One company – LTC Financial Partners LLC (LTCFP) – isn't buying in to the doom and gloom. They're bucking the trend with bullish expansion plans. "We need 300 new people now, in all parts of the country," says Denise Gott, LTCFP's Chairman of the Board. That's a 60% increase over their current size of about 500 agents and support staff.

What gives them the confidence to expand so aggressively? "It's not the economy," says Jonas Roeser, LTCFP's Senior Vice President of Marketing & Operations. "It's our mindset and how we address the needs out there." He and Gott offer the following advice to those in a position to create jobs, and those seeking jobs.

ADVICE TO EXECUTIVES AND ENTREPRENEURS: Focus on areas of potential growth. LTCFP's chosen industry, long term care insurance, has less than 10% market penetration. "Most of the business is untapped, just waiting for us," says Gott. "And as millions of baby boomers approach retirement, the market is getting even bigger." For any company, the surest way to create new jobs fast, she asserts, is to redirect the business in an explosive direction, such as green technology or preventive health care.



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ADVICE TO JOB SEEKERS: Move beyond your comfort zone into new areas of opportunity. A large number of LTCFP's current agents came from diverse occupations such as nursing, finance, education, and small business management. "Some were homemakers who were attracted to the field because they had to care for an incapacitated loved one," says Roeser. "They wanted to help others avoid the stress and financial hardship they went through. The point is, anyone can make a great LTC agent no matter what they did before."

In today's economy, all job seekers should be prepared to take a similar leap, he says. "Go to where the opportunities are. Spread your wings and fly." Most LTCFP agents aspire to six-figure incomes, and several have already achieved it. And in the relatively short time since LTCFP was founded, a few have already built books of business of \$1 million to \$2 million or more.

A new video on YouTube, featuring Gott and Roeser, describes the opportunity in long term care insurance marketing and what it takes to be successful:
<http://www.youtube.com/watch?v=kS-PJNP8uKM>.

More information is available at web.ltcfp.com/ltcfp/careercenter.aspx.

LTCFP is one of the nation's most experienced long term care insurance agencies. For three years in a row – 2008, 2009 and 2010 – the company has been named one of America's 5,000 fastest-growing companies by Inc. Magazine.

– To view a VNR (video news release) for this story, visit:

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