

# Long-Term Care Leader Extends Strategic Partnership Offer to Hundreds of Senior-Market Professionals

KIRKLAND, Wash., March 12, 2014 (SEND2PRESS NEWSWIRE) – Today LTC Financial Partners, LLC (LTCFP) announces a broad expansion of its strategic partnership program. “We’re opening our doors to seasoned senior-market professionals who want to expand their service offerings through a turn-key process,” says Denise Gott, Executive Vice President for LTCFP.

In recent years, key strategic partners with LTCFP have been large organizations such as professional associations. “Now we’re making our support available to a broader array of small, medium, and large partners,” says Gott.

Selected partners need not bother with the details of LTC planning, such as needs analysis, education, plan design, and paperwork. “They can keep on doing whatever they’re doing,” says Gott, “Then, whenever a client has a long-term care planning need, we’re their back-office specialists. They will leverage one of our 350 experts, who have the necessary LTC knowledge, certification, carrier relationships, solution set, and support systems.”

Suitable strategic partners include providers of financial advice, care services, general insurance protection, or other services to older Americans 45 and up.

“We need 500 or more to help us fill a huge, growing need,” says Gott. “We expect about 70 percent of senior Americans to require some kind of long-term care at some point,” she explains. “That’s about 54 million of our 78 million Baby Boomers, now entering retirement. But only about 10 percent have LTC protections in place. If we had 5,000 strategic partners, we still couldn’t help everyone.”

Once selected, licensed partners may share the revenues of a wide array of long-term care solutions. These include:

- \* LTC insurance policies from multiple carriers,
- \* Annuities with tax-advantaged LTC features, and
- \* Life insurance policies with LTC riders.

“We think this is a golden opportunity to serve and grow,” says Gott. “We can be a lucrative add-on to many senior-focused practices.”

Over time, partners may elect to strengthen their relationships with LTCFP in a number of ways, opening the door to more substantial compensation and equity ownership.

Information is available at the company headquarters: (866) 471-4072.

LTCFP is one of America's largest and most experienced long-term care insurance solution agencies. The company is also a co-founder and sponsor of the "3 in 4 Need More" campaign, which seeks to alert Americans to the long-term healthcare crisis, and to multiply the number protected by long-term care planning.

\* PHOTO: [Send2Press.com/wire/images/13-1204-denise-gott\\_400x300.jpg](http://Send2Press.com/wire/images/13-1204-denise-gott_400x300.jpg) .

\* Photo Caption: LTCFP Executive VP Denise Gott.

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