

New Firm Offers Alternatives to Traditional Long Term Care Insurance

CANANDAIGUA, N.Y., March 23, 2015 (SEND2PRESS NEWSWIRE) – Whether they are too old, too ill, or find traditional long term care insurance problematic for another reason, more than 90 percent of people do not own a policy. “Traditionally, long term care insurance was the only solution that financial advisors and insurance agents could offer people,” says Bill Jones, co-founder, President and CEO of The National Alliance of Insurance Agencies, Inc. (The Alliance).

“While traditional long term care insurance certainly has its place, the fact is a large percentage of the population has not been served, and has no plan in place to pay for possible future care,” Jones added.

In addition to asset-based long term care policies that combine long term care protection with a life insurance or annuity policy, The Alliance brings a variety of innovative solutions, with a variety of price points and benefits.

“The best solution for a healthy 40-year-old is definitely not the best solution for an 80-year-old with a debilitating illness,” says Jones. “In fact, the best solution for some people isn’t an insurance plan at all, but a non-insurance solution that helps them fund the kind of care they desire.”

Jones has decades of experience in the insurance industry, most recently as president of an insurance company. He believes the time has arrived to meet the growing need of baby boomers – and their parents – who, for a variety of reasons, have not yet put a long term care plan in place.

“The Alliance’s mission is to bring a full suite of insurance and non-insurance products to consumers through agents and distributors,” Jones says. “Agents can now offer multiple solutions to help someone manage their financial risk of long term care. The time is right for every agent to be able to choose from a variety of solutions – no matter someone’s age, health, or even budget.”

Jones has written a whitepaper “5 Myths About The LTC Industry (and How THE FACTS Help Everyone!)” that is available at The Alliance’s home page (www.NAIAinc.com). One of the most exciting concepts in the NEW long term care industry is the M-TIP (Multiple Trigger Insurance Policy), an acronym coined by Jones that describes many of The Alliance’s offerings. Read about this new type of long term care insurance risk management approach in the whitepaper.

About The National Alliance of Insurance Agencies, Inc. (The Alliance):

The Alliance works with agencies and distributors who want to offer clients the full range of today’s long term care planning solutions. Its revolutionary business model allows – and encourages – distributors, agents, and advisors to maintain their existing traditional product relationships,

while completing their portfolio through working with The Alliance. The Alliance: one company – one source – many solutions – to long term care financing.

More information: <http://www.naiainc.com/>.

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