

LRC And Associates

Place your business with the General Agency that **REALLY CARES!**
A family owned and operated agency where you deal directly with those who have the most to gain or lose with your satisfaction.



LRC's Agent Update June 2007

It's been a while since we've sent you a newsletter so there's a lot of exciting things to tell you.

You may have heard that **LRC is celebrating 25 years** of serving brokers in the senior market. There's a reason for that:

Service-Service-Service....

Get super-fast returned phone calls and emails and blazing quick quotes and supplies! Place your business where they really-really care!

Deal directly with those who have the most to gain or lose with your satisfaction.....the Agency owners!

Thank you for your continued support all these years. We sincerely appreciate it.

Stay informed in the senior market...join our email update list here:

<http://lrcassoc.com/em.html>

- New Medicare Supplement Products
- **New LTCi Products**
- Easy to write term system
- **More Sales Support**
- Teleconferences

• **Webinars**

The Senior Market is hotter than ever. There are more options including Medicare Part-D (Rx.).

If you're sending your seniors to another carrier because you don't want to deal with the Medicare Supplement sale **you're making a very costly mistake.**

We've been helping brokers for 25 years to earn substantial incomes in the Senior Market.

It's a win-win...When you make a sale we make a sale.

See what some of our agents had to say about our service on our site:

<http://lrcassoc.com>

One of the great things about the Medicare Supplements are the **renewal commissions.**

Sell it once and keep on earning a level commission for as long as they keep the policy.

Heck we even have some **still paying commissions that are almost 20**



years old! How's that for a nice renewal trail?

Medicare Supplements are something your senior clients need and want plus they open up a whole new door of opportunity for other products like LTCi and life.

Many times taking care of the senior will get you in to the other family members also. We call this the **cross-generational marketing opportunity.**

The carrier we use is **A+ rated** and we've been doing business with them for 20+ years.

Make sure to get involved if you're not already. Get your **initial Medicare Supplement kit** today. Email Todd or order it online here

- todd@lrcassoc.com or
- <http://lrcassoc.com/supply.html>
- Or Call **(800) 457-8904** 24 hours for a recorded message

We'll rush it right out to you via Priority mail.



We've also started a **Coaching Club** for people who want to learn more about marketing and products available in the Senior Market, including LTCi and

Medicare Supplements—find out more here:

<http://lrcassoc.com/coach.html>

Here's what one coaching club member had to say:

Coaching Club Testimonial:

Todd,

I just got off the conference call. I thought that it was a very worthwhile investment of my time. Good product information.

I will definitely join in whenever the next session is scheduled.

The biggest advantage of the conference call is that you don't have to interrupt your day, travel to a remote location and then spend time traveling back to the office. I think that this is a very good way to disseminate information to your agents in between your workshops.

Again, thanks for including me today.

Read more testimonials here:

<http://lrcassoc.com/coach.html>



MedAmerica's Simplicityii Product is out



and easier than ever to explain to your prospects.

One of the main reasons people don't buy LTCi is that they **don't get it**. Well with the new benefit amount system they'll get it quick.

Get your Launch Kit today for this new and exciting LTCi Product:

Email Todd or order it online:

- todd@lrcassoc.com or
- <http://lrcassoc.com/supply.html>
- Or Call **(800) 457-8904** 24 hours for a recorded message

Ask for MedAmerica's Simplicityii Launch Kit.

They also have what they call a "CASH BOOST" basically it's a cash home care only plan and they suggest going back to existing LTCi clients who may need to beef up their home care portfolio. It helps them with something they are concerned about and helps you make another sale to someone you've already dealt with.

LTCi Facts

- You have about a one in 80 chance of ever using your homeowner's insurance, and a one in 40 chance of using your automobile insurance, but you have about a **60 percent chance** that you're going to be in a nursing home after age 65.....National Underwriter, May 10, 1999

- **Sixty (60) percent** of all Americans will need long-term health care at some point in their lives.....National Academy of Elder Law Attorneys, 1999
- For a couple turning 65, there is a **75% chance** that one of them will need long-term care....Wall Street Journal, 2000

Did you know the stats were that high? Do you think your clients and prospects know? Make them aware that they are facing a **60% chance of having a \$1Million problem!**



**Want an LTCi Quote?
Go here:**

<http://lrcassoc.com/ltc.html>

We offer several of the top carriers!

William Penn's AppAssist

Tired of sitting in traffic only to get stood up on a term life appointment? Then you need to check out William Penn's AppAssist program.

The most convenient way to write term business on the planet. Soon with voice signature available. This will eliminate the prospect not signing the

application and sending it back. They will be able to take a "voice signature" while they do the interview.

What you do:

- Get a prospect who wants to sign up.
- Call them while you're logged into the AppAssist website.
- Enter some very basic information and click "submit."

What The AppAssit Team does:

- Calls the client and fills out the application over the phone.
- Sends the application to the client.
- Orders exam.
- Orders APS.
- Follows up!

You sit back and wait for your commission check. Of course you can always check status on-line or we can intercede if necessary but you **can't beat that with a stick!**

Get involved—get your Initial William Penn Kit

Email Todd or order it online:

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