California Partnership for Long-Term Care

THE BEST WAY TO SELL PARTNERSHIP POLICIES

Turn Prospects Into Clients: Tools You Can Use

Partnership Videos:

"Picturing Every Step"
The Partnership's newest video is now available! This 8-minute video provides powerful testimonies that emphasize the importance of purchasing long-term care insurance; yet, it is short enough to be an excellent educational and marketing tool for any setting. The new video is available in DVD and VHS.

"What You Need To Know NOW About Long-Term Care
One of the Partnership's major missions is to make objective, high quality information on the need for long-term care accessible to California citizens. We recognize that LTC agents are the prime source of information on the costs and features to be found in LTC insurance policies. To that end, the Partnership's 32-minute videotape is available for sale. Through the video, a client is able to learn the basics about long-term care and long-term care insurance.

Partnership Brochures: The Partnership is excited to announce the availability of two new consumer brochures. The first of these brochures, titled "Making Choices Today to Secure Tomorrow – Planning for Long-Term Care", is designed to help seniors understand the need for long-term care planning. The second brochure is titled "The Balancing Act – Addressing the Realities of Long-Term Care." This brochure focuses on helping adult children to understand how their parents' needs for long-term care will impact them and their entire family. It also provides tools to help them discuss the subject of long-term care with their parents. Secondarily, this brochure speaks to the adult child as not only a participant in their parents' decision-making process, but to consider these same factors for themselves.

The Partnership will still have available the two existing brochures: **"Asset Protection: A Special Benefit Created for Californians", "Preserve Your Independence and Secure Lifetime Asset Protection."** Although the Partnership no longer makes our informational brochures available to agents on a continuous basis, the Partnership does remain committed to providing **25 free copies** of each of the two brochures to new agents, along with one copy each of the new brochures. The Partnership has decided to no longer produce the brochure **"Inflation Protection: Why Is It So Important?"** as the information provided in that brochure is already incorporated in the two existing brochures.

An Important Note: The California Partnership for Long-Term Care does NOT produce "Taking Care of Tomorrow, A Consumer's Guide to Long-Term Care", a publication by the California Department of Aging. The Partnership insurance companies are required to produce and make available this publication to its agents.

Finally, don't forget to visit our website at **www.dhs.ca.gov/cpltc**

Note: The form on the next page can be printed, filled out and faxed or mailed to us or you can type the information on the form itself and print and fax or mail or email to us. Keep in mind, however that orders that require payment will be processed after receipt of your check.

California Partnership for Long-Term Care

Materials Order Form

CPLTC Use Only

Ck#: _____

Amt: _____

Intls: _____

Video: "What You Need To Know NOW About Long-Term Care" (32-min. VHS only)

Qty:	**1**	**2**	**3**	**4**	**5**	**10**	**15**	**20**	**30**	**40**	**50**
Price:	$5.17	$7.32	$9.53	$11.68	$13.83	$24.92	$35.96	$46.98	$69.56	$91.56	$113.89

Marketing Materials	**Qty.**	**Price**	**Cost**
"Making Choices Today to Secure Tomorrow…Planning for long-term care"		$0.45	
"The Balancing Act…Addressing the Realities of long-term care"		$0.45	
"The California Partnership for Long-Term Care: Preserve Your Independence & Secure Lifetime Asset Protection"		$0.35	
"Asset Protection: A Special Benefit Created for Californians"		$0.35	
Video: "What You Need To Know NOW About Long-Term Care" (VHS only)		See above prices	
Video: "Picturing Every Step" Please indicate: ___DVD or ___VHS		1-49 $6ea 50+ $5ea	
		Handling Fee:	**$5.00**
		Total:	

☐ **I have not yet received my complimentary brochures and would like to do so:**
(Qty 25): "Preserve your Independence and Secure Lifetime Asset Protection"
(Qty 25): "Asset Protection: A Special Benefit Created for Californians"
(Qty 1): "Making Choices Today to Secure Tomorrow"
(Qty 1): "The Balancing Act"

Please make checks payable to: **California Department of Health Services**
Please indicate in Memo are: **CPLTC**

Mail Your Order & Check To:
CDHS/California Partnership for Long-Term Care
MS 4100
P.O. Box 997413
Sacramento, CA 95899-7413

Ship To:
Name: _____Agent License# (**Required**): _____

Company: _____

Street Address*: _____

City: _____State: _____Zip: _____

Telephone*: _____Fax: _____Email: _____

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*Street address and phone number are needed as we ship materials through UPS.

Note: Only agents that have taken the 8-hour Partnership CE are able to order the above materials.