



ONLY THE BEST PLAY HERE.

LONG-TERM CARE INSURANCE
AWARENESS MONTH | 2021

LTC Awareness Month is your chance to prove yourself to be one of the elite.

At Mutual of Omaha, we know what it takes to be amongst the best. We've spent the last century building a reputation for being a company that fulfills promises and takes care of our customers. And we know you want to be among the best, too. That's why we wanted to share these LTC resources that you can add to your playbook – to help make November your best month yet.

The LTC Solutions Your Clients Need

- **Traditional LTCi** | The products in our MutualCare® Solutions portfolio provide comprehensive coverage plus valuable built-in benefits, like care coordination, which can help people get the care they need in the comfort of their own homes.
- **LTC Rider** | An optional LTC rider available on our Income AdvantageSM and Life Protection AdvantageSM IUL policies may appeal to people who are looking to cover their LTC funding needs and provide a legacy for the loved ones they leave behind.
- **Chronic Illness Rider** | Our IUL policies include a chronic illness rider whenever a policyholder doesn't qualify for or chooses not to purchase the LTC rider. This allows them to use a portion of the death benefit early for expenses such as long-term care services

Get Social! Join our Brokerage Facebook Group

1. Go to Facebook.
2. Search "Mutual of Omaha."
3. Click on the "Mutual of Omaha" Corporate Facebook page.
4. Join the Group:
 - If using the desktop application:**
Go to the "More" tab located at the top of the page under the profile photo. There will be a dropdown menu under the "More" tab and you will see the name of our group, "Mutual of Omaha Brokerage Sales Professionals." Click the "Join" button.
 - If using the mobile version:**
Locate the tabs bar located at the top of the page under the "Contact Us" button. You may need to scroll over on the tabs bar to find "Groups." Find the "Groups" tab and click to open. You will see our group, "Mutual of Omaha Brokerage Sales Professionals." Click "Join."
5. Fill out the questionnaire and accept our terms and guidelines.

For producer use only. Not for use with the general public.



Long-Term Care Insurance
Long-Term Care Rider
Chronic Illness Rider

Tools to Help You Start the Conversation

We're here to help you talk to your clients about the need to plan for long-term care. These materials are all approved for use with consumers. You'll find them in Forms & Materials on Sales Professional Access - mutualofomaha.com/sales-professionals.



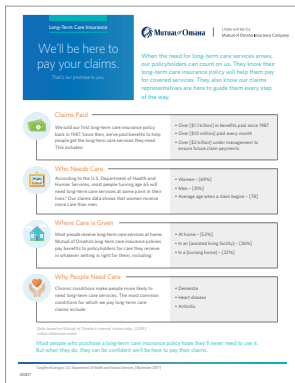
Now Showing: Protecting the Things that Matter Most

A flyer to help you determine where our LTC consumer video is approved for use. 461664



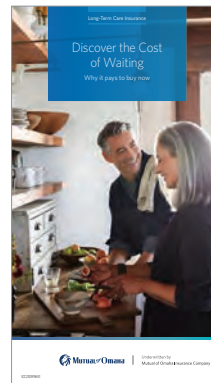
Determine Your Needs

A handy calculator on [mutualofomaha.com](https://www.mutualofomaha.com/long-term-care-insurance/broker-calculator) helps to illustrate how much your clients can expect to pay for LTC services in their state. <https://www.mutualofomaha.com/long-term-care-insurance/broker-calculator>



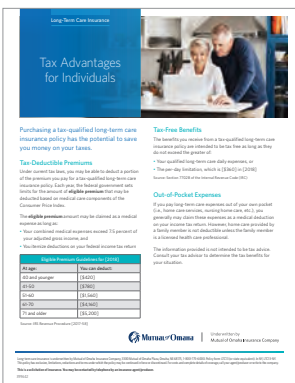
We'll Be Here to Pay Your Claims

A one-page flyer highlighting our claims paying history to assure people we'll be here when they need us. 455827



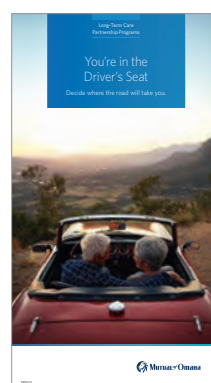
Discover the Cost of Waiting

A tri-fold brochure that helps you discuss the importance of buying now. 399651



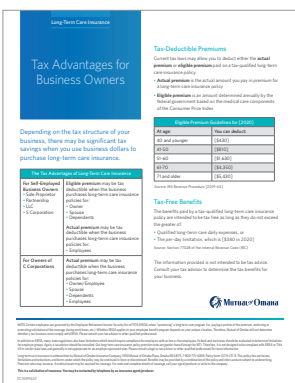
Tax Advantages for Individuals

A one-page flyer highlighting the tax savings for individuals who purchase LTCi. 399642



You're in the Driver's Seat

A tri-fold brochure explaining the advantages of purchasing a partnership-qualified LTCi policy. 399634



Tax Advantages for Business Owners

A one-page flyer highlighting the tax savings available to business owners. 399643



You Worked Hard to Save for Retirement

A tri-fold brochure discussing the cost of LTC services and the importance of protecting retirement assets. 399653