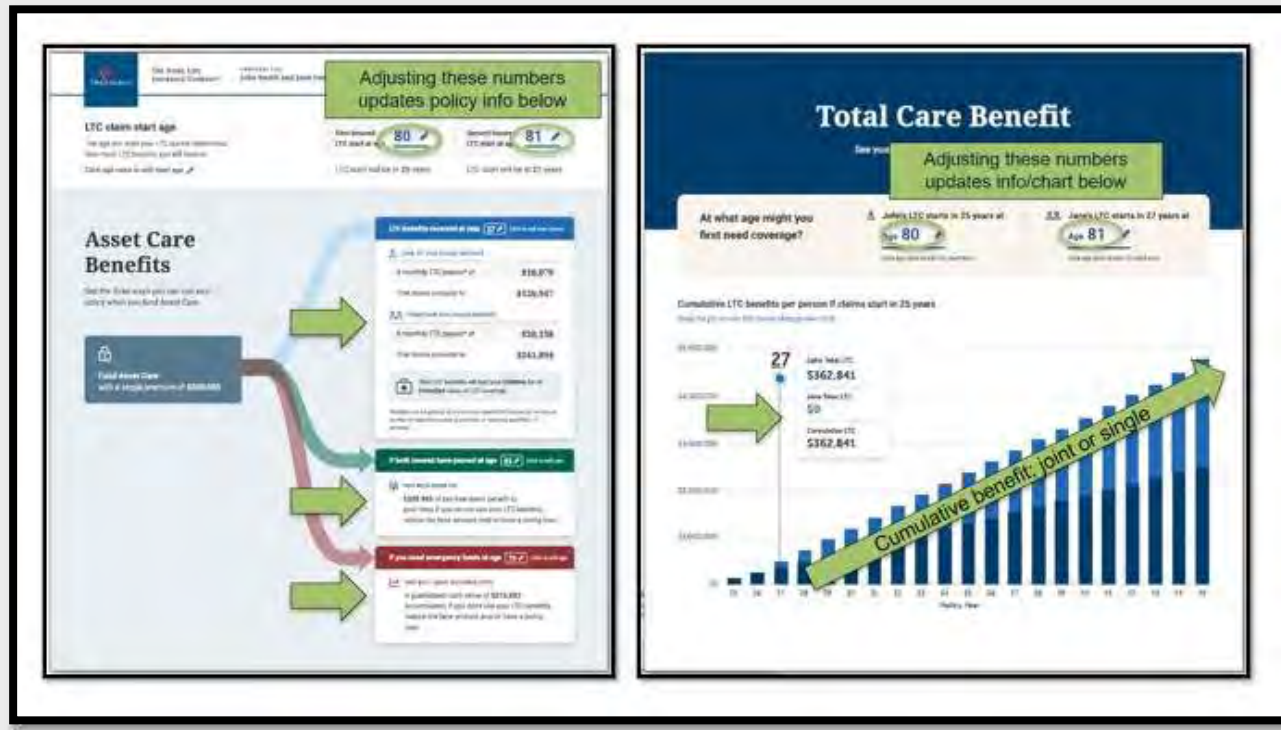


# The Asset-Care Sales Experience

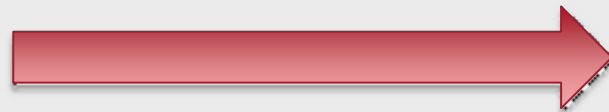
Customized and Interactive Sale Presentation for Every Quote



For use with financial professionals only. Not for public distribution.

# Our Agenda

- Welcome / Introductions
- Your Support Team
- Sea Changes – The Silver Tsunami & Government(s) Response
- OneAmerica & Ensignt: *The Asset-Care Sales Experience*
- Additional Tools to help tell your Ensignt Story
- Handouts and Q & A





## Your Care Solutions Team

KS, OK, TX (788, 739, 750-758, 760-764, 766-768, 790-796, 885)



**Regional Sales Director**  
*Roger Croteau*  
29191 gpc@ign  
Roger.Croteau@OneAmerica.com  
Contact for: Agent education,  
point of sale, and sales support



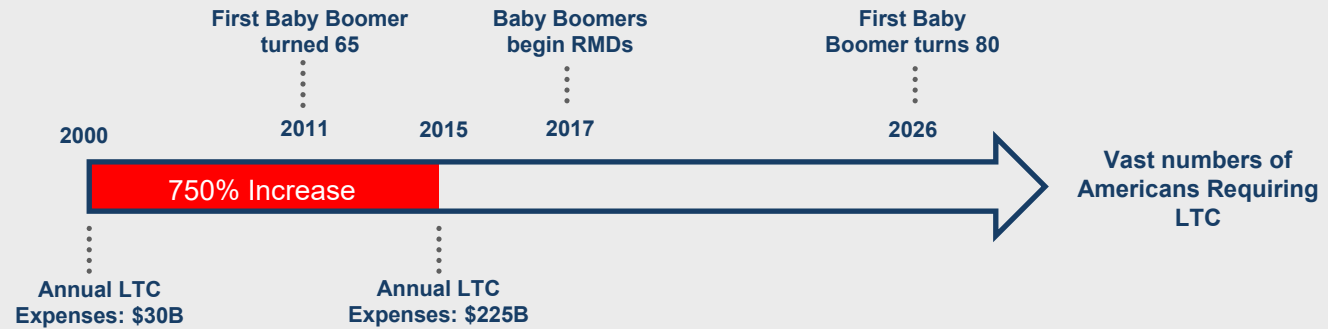
**Internal Sales Partner**  
*Alexis Proffitt*  
(866) 588-5475  
AlexisProffitt@OneAmerica.com  
Contact for: Case design and sales  
support



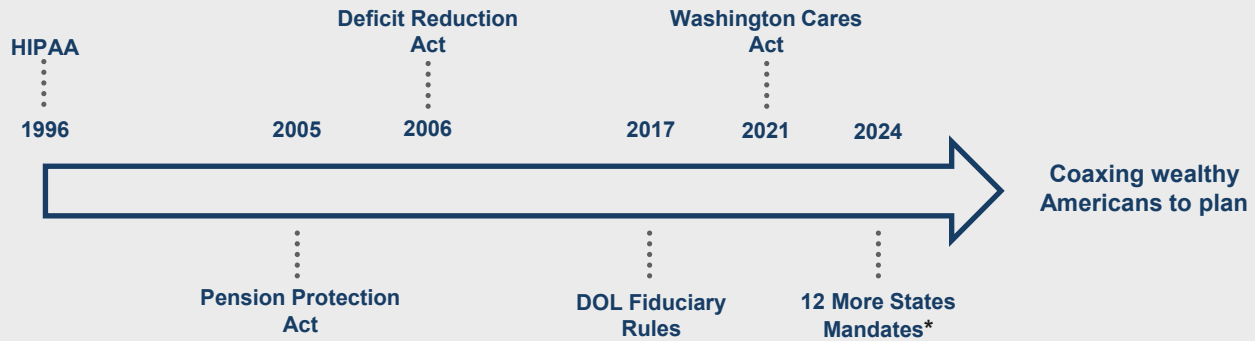
For use with financial professionals only. Not for public distribution.

**ONEAMERICA®** is the marketing name for the companies of OneAmerica | [OneAmerica.com](http://OneAmerica.com)

# The Silver Tsunami



# Signs the Government is Preparing



\*California, Oregon, Hawaii, Michigan, Alaska, Illinois, Minnesota, Missouri, Colorado, New York, North Carolina, Utah.

For use with financial professionals only. Not for public distribution.

# Introducing the Asset Care Sales Experience



Bring an Asset Care quote to life

Tell the best story, every time

Create a modern, personalized client experience



For use with financial professionals only. Not for public distribution.

**ONEAMERICA**<sup>®</sup> is the marketing name for the companies of OneAmerica | [OneAmerica.com](http://OneAmerica.com)

# Transform the Asset Care Quote

Turn an Asset Care Quote into a personalized sales presentation - *with the click of a button*



For use with financial professionals only. Not for public distribution.

# Care Solutions on Ensign

- **Asset-Care:**
  - Asset-Care Single Premium
  - Asset-Care Return of Premium
  - Asset-Care Recurring Premium
    - 5-Pay
    - 10-Pay
    - 20-Pay
    - Pay to Age 96
- Asset-Care (Annuity Funding Whole Life) – *Planned Release: Fall of 2023*
- AnnuityCare – *Planned Release: End of Q4 2023*

For use with financial professionals only. Not for public distribution.

# Transform your sales process

Help your clients see Asset Care like never before!

Frame the need



Visualize the benefits



Explain the policy



For use with financial professionals only. Not for public distribution.



# Additional Tools

Help build you Asset-Care Story with the following!

Consumer Approved Videos



Cost of LTC Calculator /Projector



Consumer Approved Website



For use with financial professionals only. Not for public distribution.

# Producer Training Library



**OneAmerica's On Demand Asset Based LTC Training & Materials**



OneAmerica's On Demand Asset Based LTC Training & Materials



The image shows a social media post with a title, a photo of four people in a meeting, and the OneAmerica logo. The photo shows a man with a beard, a woman with blonde hair, a man with glasses, and a woman with dark curly hair, all smiling and engaged in conversation. The OneAmerica logo features a stylized American flag above the text "ONEAMERICA".

For use with financial professionals only. Not for public distribution.

**ONEAMERICA®** is the marketing name for the companies of OneAmerica | [OneAmerica.com](http://OneAmerica.com)

# Q & A

For use with financial professionals only. Not for public distribution.

**ONEAMERICA**<sup>®</sup> *is the marketing name for the companies of OneAmerica | [OneAmerica.com](http://OneAmerica.com)*