

Valuable and Actionable

Sales concepts and best practices are only valuable if they are actionable. Today I want to share a sales concept that is helping many grow their long-term care business while protecting their clients and their clients' families against the catastrophic risks of a long-term care event. It's a sale that puts idle assets back to work. It's valuable and actionable and it takes approximately 15 minutes. Ready?

The sales concept is to repurpose an existing annuity into a base only OneAmerica Financial Annuity Care® or Indexed Annuity Care contract. Here's what you need to know.

Many clients purchase an annuity for tax deferred growth, principal protection, and guarantees, often with the intention of using them for retirement income. However, many find their needs changing and, instead, rely on these annuities in the event of unforeseen medical events and expenses such as long-term care (LTC). In fact, in a Gallup Poll, 67% of non-qualified annuity owners said they intend to use their annuity as an emergency fund for catastrophic illness or nursing home care. If that is their intent, there are better annuity solutions that allow the consumer to better suit their needs and avoid unnecessary taxes on their growth. *Enter the Pension Protection Act.*

The Pension Protection Act of 2006 was designed to maximize benefits by allowing consumers to use non-qualified annuities income tax free for qualifying LTC expenses. Again, this is only available on specific annuity contracts. Rather than being taxed on annuity withdrawal earnings, by applying for an annuity and completing the 1035 exchange paperwork, they can convert their annuity into a PPA compliant annuity thus making all withdrawals income tax free when used for LTC expenses. Furthermore, offering LTC protection that isn't in place makes this a suitable recommendation.

In addition to tax-free growth for qualifying LTC expenses, there is also the ability to add a spouse to the contract who can also receive LTC benefits tax-free. Finally, all our OneAmerica Financial Care Solutions offerings include our Care Benefit Concierge claims service. Our Concierge support can help by paying bills directly on behalf of the client, relieving family and friends from the responsibility and allowing them to focus their attention on supporting their family member or friend.

It gets better. Our base-only annuity solutions provide the potential for instant decisioning* when submitted via our eApp platform for up to \$1MM in coverage. By answering no to 4 or 5 "knockout" questions, the client can be instantly approved. This strategy is available for issue ages up to 85 (up to age 87 with home office approval).

So, do you have annuity clients, between the ages of 70-85, with contracts that have sizeable gains, are outside the surrender period, and are sitting idle and no longer intended to be used as anticipated? If so, don't wait.

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Talk with your annuity clients today about these incredible tax benefits. [Here is a flyer](#) that can help you summarize things for your clients, and a [link to a video](#) that can help as well. And if you'd like to learn even more about the opportunity, [register to attend](#) a webinar on Thurs., Aug. 22 at 2:00 p.m. ET.

As always, reach out to your OneAmerica Financial Regional Sales Director for questions or support.

**Instant approval for eApp only. Paper application process available with a 48-hour turnaround. Standard suitability review applies. Base only sales; no Continuation of Benefits. Four questions for Annuity Care; Five questions for Indexed Annuity Care.*

Previous underwriting decisions for the applicant will be reviewed, and we reserve the right to void the secondary decision.