

**41** YEARS OF GUIDANCE, SERVICE AND EXPERTISE

**MAGA**  
Long Term Care Planning



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Dear Clients, Colleagues, and Friends,

Did you know that November is Long Term Care Awareness Month? While we think every month is Long Term Care Awareness Month, it's always good to be reminded of the need for proactive LTC planning.



Speaking of which, November the perfect time to introduce our 2017 continuing education program! Be sure to scout out all the details below and in the attached course list, so you can lock in your preferred date.

If you still need a few CE credits for 2016, we can help with that, too. In response to numerous requests, we'll be holding two encore 2016 webinars in early December. Our CFP® approved webinar, "The Next Generation of LTC Planning Solutions," is 50 minutes long and will earn attendees one CE credit hour.

The webinars are open to all financial professionals and will be held:

- Tuesday, December 6 at 11:00 am CST
- Thursday, December 8 at 11:00 CST

To reserve your spot, call us at 800-533-6242 or email [maga@magaltc.com](mailto:maga@magaltc.com). In the meantime, we are happy to be your LTCI resource.

Sincerely,

Brian I. Gordon, CLTC

President

P.S. Thanksgiving will be here before we know it. We hope you'll be able to take time out of your busy schedule to fully enjoy the holiday with family and friends. That's what we'll be doing-----please note that our office will be closed November 24-25.



### Reserve Your 2017 LTC Webinar for CE Credit

Many of you took advantage of our 2016 webinar program, which we offer as a courtesy to financial professionals, attorneys and medical professionals. It's a great way to deepen your understanding of LTC planning, while earning required continuing education credits.



We're pleased to announce our 2017 webinar series, "LTC Planning: Understanding & Evaluating Today's Policy Choices." The new webinars become available in January, 2017. Our programs are CFP® Approved for 2017 CE Credit and CE eligible for other professionals.

You'll find our 2017 course list attached. We're offering a range of introductory and advanced programs and a choice of 1, 1.5, and 2 hour webinars.

Our calendar fills up pretty quickly, so it's in your interest to reserve your webinar early. Give us a call for more information about the program or to lock in your date.

[Download our 2017 Course List](#)

### 3 Numbers to Know

When it comes to LTCI, sometimes a number is worth a thousand words. Consider these:

**\$4 Billion in New Premium**-----That's the estimated LTCI product sales made in 2015, according to

LIMRA's recently-released annual review. That figure includes sales for traditional LTCI, life/LTCI and annuity/LTCI products, with life/LTCI plans making up the bulk of the premiums. The number represents premiums for 300,000 new insureds. <sup>i</sup>

**\$360 Tax-free per Day**-----LTCI continues to offer solid tax advantages. LTCI benefits will not be included as income unless they exceed \$360 per day in 2017, up \$20 from 2016's \$340 per day maximum.<sup>ii</sup>

**\$46,332 and \$82,125 per Year**-----According to Genworth's 2016 Cost of Care Survey, these are the annual median costs for long term care. \$46,332 is the average median cost for a home health aide (44 hours per week); \$82,125 is the cost of a semi-private room in a nursing home. Of course, costs vary by location. Costs are up over the previous year.<sup>iii</sup>

i LIMRA, Individual Life Combination Products 2015 Annual Review

ii AALTCI, retrieved from <http://www.aaltci.org/long-term-care-insurance/learning-center/tax-for-business.php/>

iii Genworth 2016 Cost of Care Survey, retrieved from [https://www.genworth.com/dam/Americas/US/PDFs/Consumer/corporate/cost-of-care/179703\\_CofC\\_Annual\\_060316.pdf](https://www.genworth.com/dam/Americas/US/PDFs/Consumer/corporate/cost-of-care/179703_CofC_Annual_060316.pdf)

## MAGA in the News

We have been busy spreading the word on LTC planning! Brian was recently interviewed by USA Today on the subject of [finding affordable long term care insurance](#) . In addition, he was quoted in FA magazine. The subject: [the rising popularity of asset-based plans](#).

Brian also contributed an article to the NAPFA Advisor, "10 Reasons to Consider asset-based life/LTCI Plans." (If you're a NAPFA member, it's in the October issue.) Finally, Brian and Murray wrote an article for Divorce Financial Analyst Journal, titled "[Long Term Care and Divorce: A Conversation Worth Having](#)." You can read it-and other recent news items on our [website](#).

**We're Here to Help**

Please contact us with questions, comments, or even just to say hello.



**Murray A. Gordon**  
CEO and Founder

*41 years of experience in a  
42 year old industry.  
2015 Recipient of Lifetime  
Achievement Award in  
Entrepreneurial Excellence*

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**Brian I. Gordon, CLTC**  
President

*Ranked #5  
Asset-based Producer\*  
Ranked Top 15  
Traditional LTCI Producer\**

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**Peter R. Florek, CLTC**  
Vice President

*Ranked #2  
Asset-based Producer\*  
Ranked Top 30  
Traditional LTCI Producer\**

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\* Source: AALTCI 2015-2016 Sourcebook

---- Praise for MAGA ----

*"MAGA, Ltd. is an important resource that helps me meet the needs of my clients. I value their expertise regarding long term care insurance, their access to multiple insurers, and their commitment to do what's best for the client. I appreciate their professionalism, excellent response time, and follow-through.*

*My professional relationship with MAGA not only helps me better serve my clients but contributes to my success as a financial planner."*

- Linda Y. Leitz, CFP, EA

Co-Owner, It's Not Just Money, Inc.

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