Hybrid LTC Basics-FRUPD062426.Producer

Print or digital

For producer use with client

Stamp a logo to customize

Fill in contact info

Flyer starts on next page

Delete this page

UNDERSTANDING HYBRID/ ASSET-BASED LTC

Hybrid or asset-based long-term care solutions combine the protection of life insurance or annuities with the flexibility and security of long-term care benefits.

This approach provides clients with multiple layers of value, ensuring that their dollars work efficiently whether or not long-term care is ever needed.

WHAT MAKES HYBRID LTC DIFFERENT?

Hybrid LTC provides value in multiple ways. If long-term care is needed, the policy provides significant benefits. If it is not, unused benefits typically pass to beneficiaries as a tax-free death benefit. Many policies also offer liquidity features, giving clients flexibility if their needs change.

WHY PLANNING FOR LTC MATTERS

Nearly 70% of Americans over age 65 will require some form of long-term care. Costs for care—especially home-based and specialized memory care—continue to rise each year. Medicare covers very little custodial care, leaving families exposed to significant financial risk.

KEY BENEFITS OF LTC

- **GUARANTEED PREMIUMS**
  Premiums are typically locked in for life and cannot increase.
- **LEVERAGED BENEFITS**
  Clients may receive several times their deposit in long-term care protection depending on age and underwriting.
- **MULTI-FUNDING OPTIONS**
  Single-pay, 5-pay, 10-pay, and lifetime-pay designs allow tailored funding strategies.
- **COMPREHENSIVE CARE COVERAGE**
  Policies generally cover home care, assisted living, skilled nursing, hospice, and memory care.
- **VALUE IN ALL SCENARIOS**
  Depending on product design, the plan can provide LTC benefits, a death benefit, and in some cases cash value or return of premium.

TYPICAL LTC COSTS
(National Averages)

Type of Care	Average Annual Cost
Home Health Aide	$65,000-$75,000
Assisted Living Facility	$55,000-$65,000
Memory Care Facility	$70,000-$90,000
Private Nursing Home Room	$110,000-$140,000

HOW HYBRID LTC FITS INTO A FINANCIAL PLAN

Hybrid LTC solutions are often used to reposition low-yield assets—such as CDs, money markets, or idle cash—into a leveraged protection strategy.

This allows clients to enhance asset efficiency, protect retirement income streams, and ensure their legacy goals remain intact even if long-term care is needed.

Hybrid / asset-based LTC provides guaranteed protection, efficient leverage, and value in every scenario. It is one of the most flexible and client-friendly approaches to long-term care planning, offering confidence, control, and financial stability for the future.

IDEAL CANDIDATES FOR HYBRID LTC

- Clients with adequate savings or conservative assets
- Individuals who dislike “use it or lose it” insurance
- Those seeking guaranteed premiums and stable planning
- Families wanting to protect assets and ensure legacy goals
- Clients who value flexibility, liquidity, and multi-purpose benefits