



# Promoting Long-Term Care Awareness Month

## Exclusive resources from Nationwide® created for you

November is Long-Term Care Awareness Month. It's the perfect time to talk with your prospects and clients about the extended care solutions that may be right for them. We created some assets to help you get the conversation started. Feel free to use them throughout the month of November.

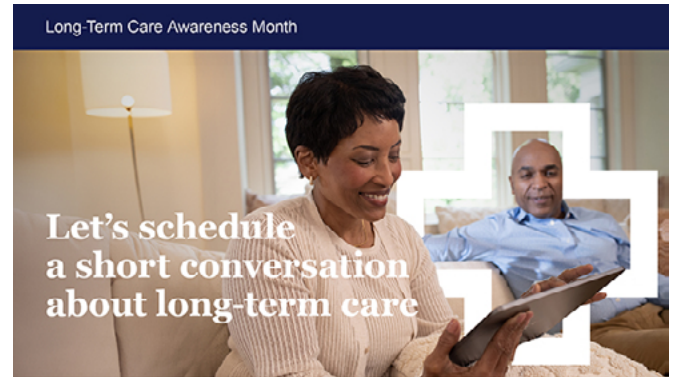
### Emails

#### For prospects



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#### For existing clients



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### Social posts

#### Post 1



Having long-term care coverage can help reduce stress and make life easier for you and your loved ones down the road. As a financial professional, I can help make this essential coverage part of your financial plan.

Contact me to learn more.

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#### Post 2



77% of survey respondents say they'd prefer to receive care in their own home.<sup>1</sup> If you'd like to find out more about long-term care coverage that will give you the options you want in the future, let's talk.

<sup>1</sup>The Nationwide Retirement Institute "2024 Long-Term Care Survey," March 2024.

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# Social posts

## Post 3



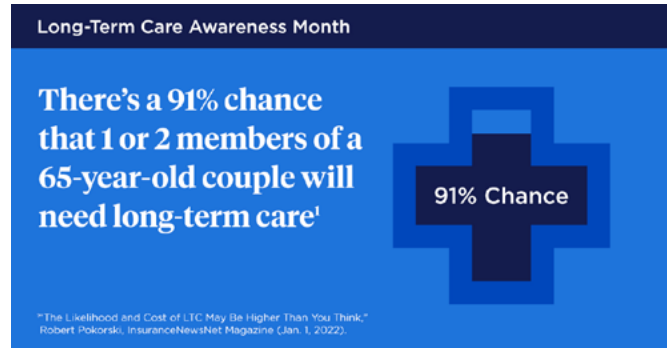
It's never too early to plan for long-term care, especially as costs are expected to increase substantially over the next 20 years.<sup>1</sup> As a financial professional, I can help you be prepared.

Contact me to learn more.

<sup>1</sup>Annual Median Costs (National 2023 v 2042). "Cost of Care Survey," Genworth.com (May 14, 2023).

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## Post 4



Are you prepared for the future? LTC coverage can protect you, your family and your legacy.

Contact me to learn more.

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## Post 5



When presented with the actual average monthly cost for LTC coverage, 40% of respondents say they are willing to consider purchasing a policy for themselves.

Contact me to discuss options.

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These social media posts (and more!) can also be accessed through the **Nationwide Social Advantage program.**

This program will provide you with **ready-to-share social posts** with topics ranging from life insurance, long-term care and retirement planning. And the best part is, it's available at no cost to you.

[Register here](#)

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