



SPECIAL FEATURE

November is Long-Term Care Awareness Month



The Big "I" partners with Crump to bring an expansive long-term care insurance market to members through the Crump LTC Solution Center.

Crump is one of the largest brokerage agencies, offering some of the most comprehensive sales and medical underwriting support in the industry. Big "I" members who register with Crump gain access to more than 200 carriers, a state-of-the-art website, live personal assistance, and a vast array of educational tools and resources.

Here are 10 reasons Crump is the right place for your LTCi business:

1. **Crump specializes in LTCi.** With nearly two decades of LTCi experience, Crump can help you recommend a suitable plan for your clients at a competitive premium.
2. **Crump has full-time LTCi staff.** Sales support associates provide illustrations, as well as product and competitive support. Licensing associates know what it takes to get you appointed and ready to sell. New business associates keep you informed of your case status and work to issue cases quickly.
3. **Crump connects you with quality LTCi carriers,** including LifeSecure, Lincoln Financial, Mutual of Omaha National Guardian Life, OneAmerica, Securian and Transamerica.
4. **Crump is nationwide.** Crump has LTCi specialists to support you across the country.
5. **Crump knows how to underwrite.** Crump's familiarity with health underwriting gives you added experience to help match your client's individual health issues with a suitable carrier.
6. **Crump has the right marketing tools.** Policy comparisons and training tools are a must for day-to-day agent use. Working with carriers, Crump provides the tools you need to successfully market LTCi.
7. **Crump offers extensive online resources.** Crump's website provides carrier software and form downloads, online illustration and material requests, and additional marketing support.
8. **Crump can educate.** Crump offers up-to-date courses featuring some of the best carriers in the business, new products and sought-after sales knowledge. Crump also offers an extensive listing of HUB webinars to help supplement your LTCi knowledge.
9. **Crump knows the employer/association marketplace.** Associates are available to help you provide a possible solution for your employer group or association clients.
10. **Crump works with carriers on your clients' behalf.** Crump's strong, long-standing relationships with carriers provide you with outstanding service and exceptional support.

During the month of November, the Crump sales team will be discussing recent trends in sales, best sales practices, closing techniques and carrier options. Learn and Earn webinars are also available on many topics, including LTCi, life, long-term disability, annuities and more.

For more information, contact [Christine Muñoz](#). Ready to get started? Visit [Big "I" Employee Benefits](#) online.