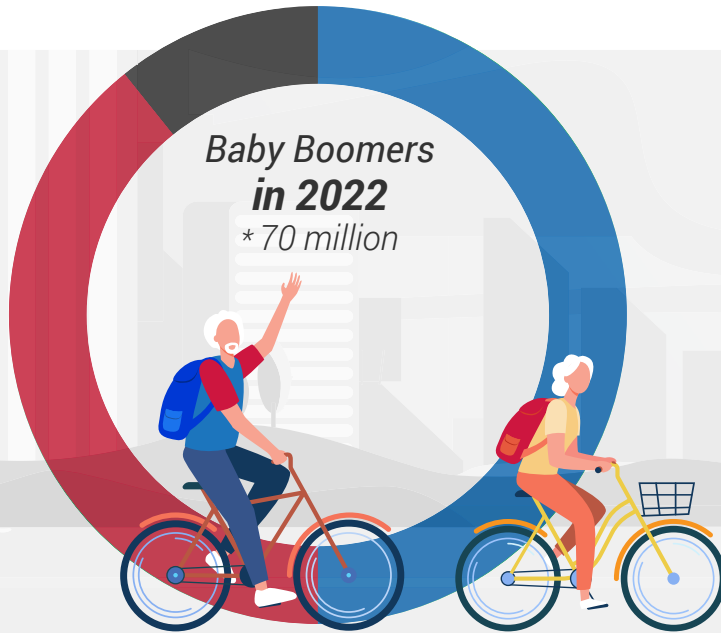


# OCI Know Your **Long-Term Care** Prospects



**50%**

Won't buy LTC due to health or finances

**40%**

**Need LTC and qualify**

**10%**

Have an LTC Policy

## The Empty Nesters

- **Ages 55-65**
- Children have graduated from college or getting married
- Business owner
- Parents dealing with extended care event or parents recently passed away
- Just became Grandparents



## Happily Retired

- **Ages 65-75**
- Completely retired from workforce or working part-time
- Volunteering
- Recently sold or passing business on to family or others
- Two homes, vacation home or recently downsized



## Legacy Planners

- **Ages 75-85**
- Legacy Planning or Gifting Assets
- Spouse needed care or recently passed away
- Relocating to be closer to kids
- Downsized their house
- Involved with Charity work or Volunteering

