HOW TO GET STARTED
SELLING LONG-TERM CARE INSURANCE

STEP 1: LICENSING

- You must have a valid Life AND Accident and Health license.
- Complete state required certification in long-term care insurance; this certification is valid for two years and can be completed at www.webce.com.
- *If selling a "Partnership" qualified plan, be sure to make sure you have completed all additional state required training*

STEP 2: LEARN MORE ABOUT LTC

- We have created 7 short training module videos that you can view at https://www.bordenhamman.com/ltc-tools-and-training/.
- Attend our LTC training webinars, or in-person seminars. Once you are on our distribution list, you will receive invitations to all of our sessions. Call our LTC Case Design team at 800-492-9190, option 3 to be added to the list.
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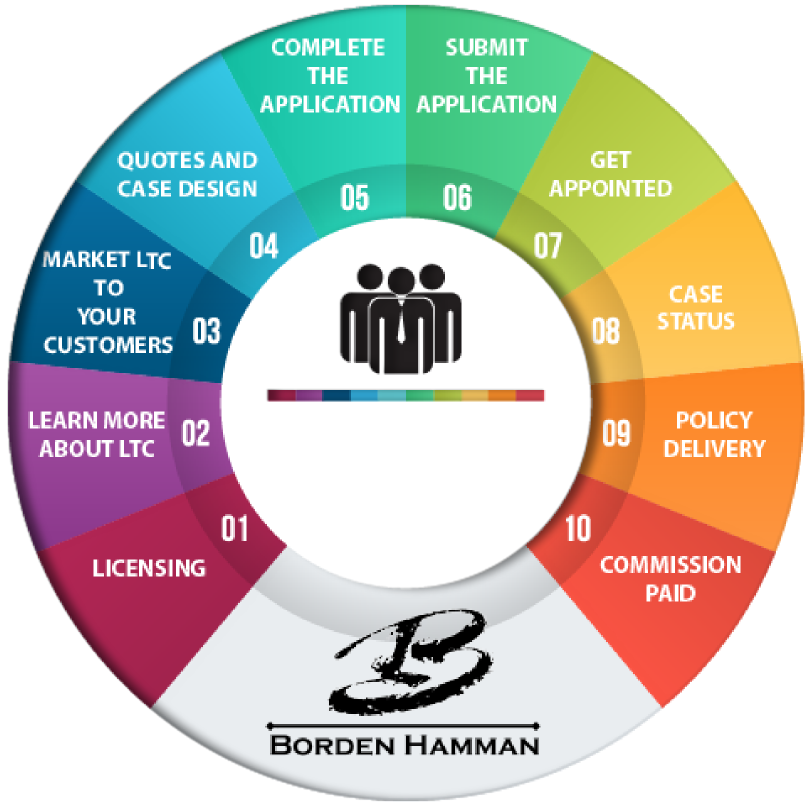
STEP 4: QUOTES AND CASE DESIGN

- Submit a completed quote request form to marketing@bordenhamman.com.
- Call our LTC Case Design Team at 800-492-9190 , option 3.
- Use our LTC Planning Guide, Pool of Money Report, and other presentations.

STEP 6: SUBMIT THE APPLICATION

- If using an E-App, you will submit directly through the online portal.
- Paper apps can be emailed securely to priorityteam@bordenhamman.com.
- Fax applications to (214) 302-8206.



STEP 3: MARKET TO YOUR CUSTOMERS

- Request a digital copy of our LTC Planning Guide.
- Use our BookMarket email marketing platform to increase awareness about LTC to your existing client base.
- Ask your LTC Case Designer about prospecting materials from our carrier partners.

STEP 5: COMPLETE THE APPLICATION

- Paper Apps can be printed from our website
- Most carriers offer online applications through the agent portal of their website.
- We can send you the app if you call us at 800-492-9190 , or email us at marketing@bordenhamman.com.

HOW TO GET STARTED
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STEP 7: GET APPOINTED WITH THE INSURANCE COMPANY

- **If new to Borden Hamman Insurance Marketing, complete our appointment kit.**
- **If you are just adding a new company, email licensing@bordenhamman.com and request that we get you appointed with the company that you need.**

STEP 8: CASE STATUS

- **24/7 Status can be found on our website.**
- **Weekly Status updates will be emailed to you on Tuesdays.**
- **We will email updates to you when requirements are scheduled/completed, or if the insurance company has additional questions.**
- **You can call us at (800) 492-9190, option 5 for Priority Team.**

STEP 9: POLICY DELIVERY

- **Some carriers offer Electronic Policy Delivery that can be selected during the application process.**
- **If they are issuing a printed policy, the insurance company will send the policy to us and we will forward it to YOU when we receive it.**

STEP 10: COMMISSION PAID

- **You will be paid directly by the insurance company by direct deposit after your case goes in-force.**
- **Commissions are paid on an as earned basis.**
- **Your commission statements can be viewed on each carriers' website through your agent portal.**
- **The commission grid showing the % you should be paid can be found on our website.**