securian FINANCIAL®

SecureCare Universal Life
Individual Life and Long-Term Care Insurance

Insurance products issued by:
Minnesota Life Insurance Company

SecureCare tax sales success e-toolkit

SecureCare Universal Life is a hybrid policy combining the benefits of long-term care (LTC) protection with the guarantees of life insurance. SecureCare:

- Provides a cash LTC benefit clients can use however they want
- Helps shield loved ones and assets from the impact of LTC expenses
- Leaves a tax-free death benefit to beneficiaries
- Offers reduced paid-up benefits[1] or return of premium[2] if needs change

Plus, clients may be able to take advantage of SecureCare's unique premium structure, which offers potential tax deductions and savings. Inside this toolkit, you'll find a turn-key sales process — complete with prospecting tips and sales tools — to help you leverage this opportunity.

Discover how to use tax-advantaged dollars for LTC planning

Contact us

Full Name

Agency Name

email

(000) 000-0000

1. Reduced paid-up benefits refers to the reduced paid-up nonforfeiture benefit that purchases paid-up insurance in the event of premium lapse.
2. Upon surrender, the policy owner will receive the surrender value proceeds. The surrender value proceeds may not equal the sum of premiums paid. Surrenders are subject to a return of premium vesting schedule. Policies that are fully vested are eligible for a full return of all premiums paid.

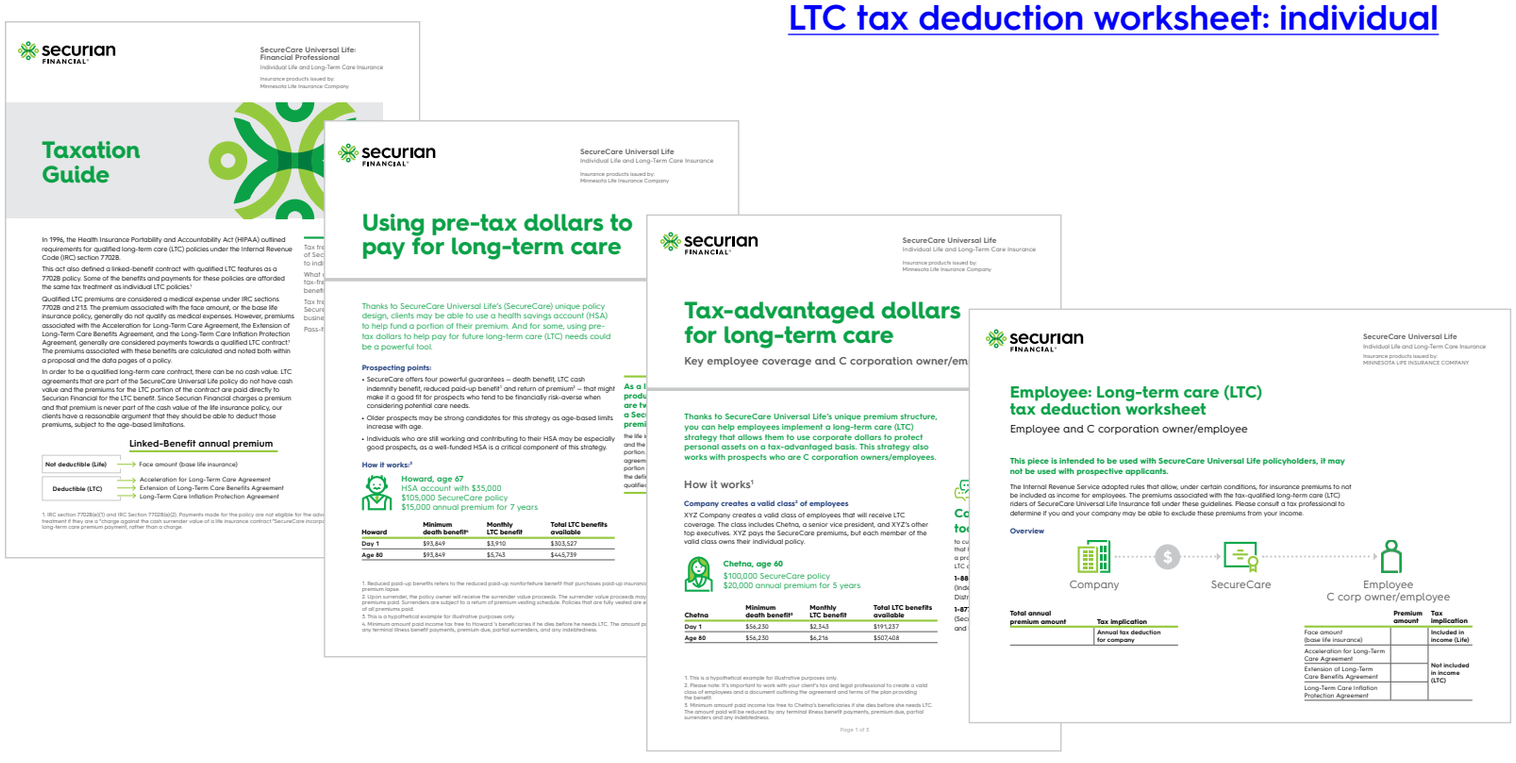
Step 1

Read the [SecureCare tax guide] for an overview of SecureCare's premium structure and the opportunities it creates.

Incorporate these two questions into your LTC sales process:

1. "Do you have a health savings account (HSA)?"
2. "Are you a business owner?"

If the answer is yes to either question, that's your cue to look at SecureCare.



Step 2

Clients with HSAs

Show them how they can use their HSA to help pay for a SecureCare policy.

Be on the lookout for older prospects (between 61 and 71 years old) who have a well-funded HSA as they stand to potentially gain the most from this strategy.

Sales tool for you
[Using HSA dollars to pay for LTC]

Sales tool for consumers
[LTC tax deduction worksheet: individual]

Step 3

Clients who are business owners

Explain how they can fund their own LTC needs with business dollars and provide key employees with LTC coverage.

If your client has a business partner, make sure to present this strategy to them, as well. The partner may wonder why their own financial professional didn't offer this solution — giving you a new client who's just a follow-up phone call away.

Sales tools for you
[Sole proprietor, S corporation and partnership]

[Key employee coverage and C corporation owner/employee]

Sales tools for consumers
[LTC tax deduction worksheet: key employee and C corp]

[LTC tax deduction worksheet: S corp]

[Tax reference guide: LTC policies offered as an employee benefit]

Bonus tip

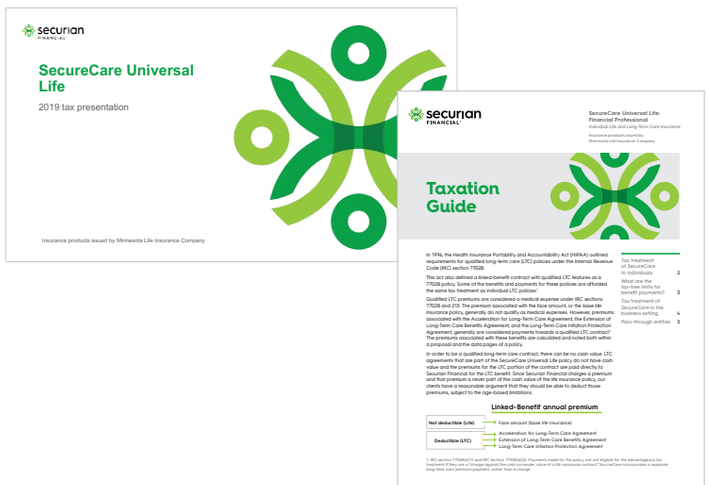
Clients can use the consumer tax reference guide and tax deduction worksheet to help their tax professional understand the strategy.

Tools to get you started

Financial professional materials

[SecureCare tax presentation]

[SecureCare tax guide]

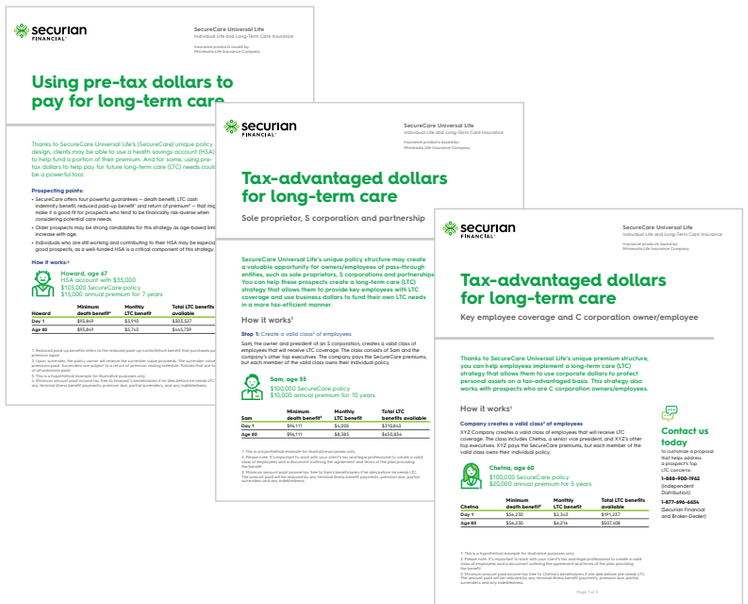


Tax-advantaged dollars for LTC sales ideas

[Individual with HSA]

[Sole proprietor, S corporation and partnership]

[Key employee coverage and C corporation owner/employee]



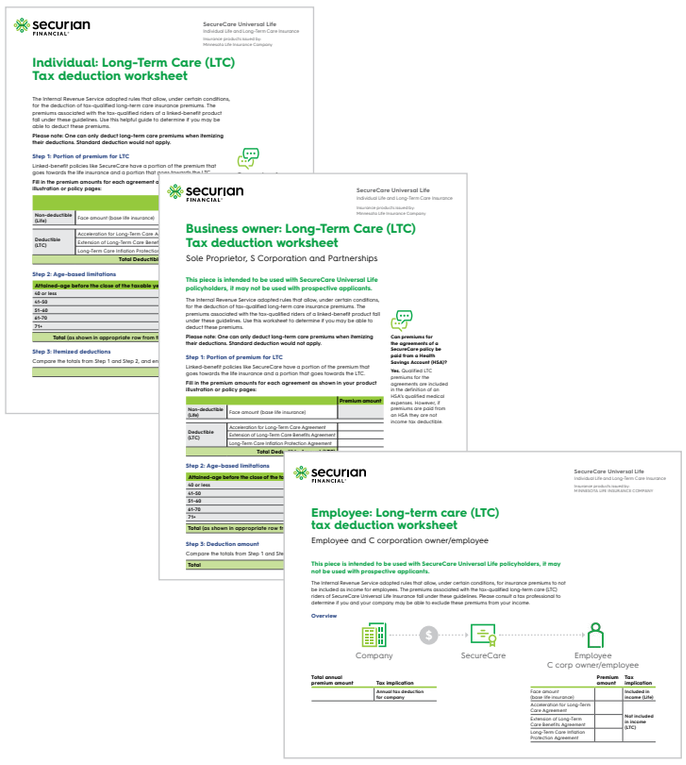
Consumer materials

Tax deduction worksheets

[Individual]

[Sole proprietor, S corporation and partnership]

[Key employee coverage and C corporation owner/employee]



[Tax reference guide: LTC policies offered as an employee benefit]



Log in to:

[Run a proposal]

Don't have an account?
[Creating one is easy!]

Ready for more?

Go to
[securian.com/securecare]

Check out the
[SecureCare video resource library]

Insurance policy guarantees are subject to the financial strength and claims-paying ability of the issuing insurance company.

Please keep in mind that the primary reason to purchase a life insurance product is the death benefit.

Life insurance products contain fees, such as mortality and expense charges, and may contain restrictions, such as surrender periods.

Additional agreements may be available. Agreements may be subject to additional costs and restrictions. Agreements may not be available in all states or may exist under a different name in various states and may not be available in combination with other agreements.

SecureCare may not be available in all states. Product features, including limitations and exclusions, may vary by state.

SecureCare Universal Life Insurance includes the Acceleration for Long-Term Care Agreement. The Acceleration for Long-Term Care Agreement is a tax qualified long-term care agreement that covers care such as nursing care, home and community based care, and informal care as defined in this agreement. This agreement provides for the payment of a monthly benefit for qualified long-term care services. This agreement is intended to provide federally tax qualified long-term care insurance benefits under Section 7702B of the Internal Revenue Code, as amended. However, due to uncertainty in the tax law, benefits paid under this agreement may be taxable.

This information is a general discussion of the relevant federal tax laws provided to promote ideas that may benefit a taxpayer. It is not intended for, nor can it be used by any taxpayer for the purpose of avoiding federal tax penalties. Taxpayers should seek the advice of their own advisors regarding any tax and legal issues specific to their situation.

These materials are for informational and educational purposes only and are not designed, or intended, to be applicable to any person's individual circumstances. It should not be considered investment advice, nor does it constitute a recommendation that anyone engage in (or refrain from) a particular course of action. Securian Financial Group, and its affiliates, have a financial interest in the sale of their products.

Insurance products are issued by Minnesota Life Insurance Company in all states except New York. In New York, products are issued by Securian Life Insurance Company, a New York authorized insurer. Minnesota Life is not an authorized New York insurer and does not do insurance business in New York. Both companies are headquartered in St. Paul, MN. Product availability and features may vary by state. Each insurer is solely responsible for the financial obligations under the policies or contracts it issues.

Securian Financial is the marketing name for Securian Financial Group, Inc., and its affiliates. Minnesota Life Insurance Company and Securian Life Insurance Company are affiliates of Securian Financial Group, Inc.

For financial professional use only. Not for use with the public. This material may not be reproduced in any way where it would be accessible to the general public.

Not a deposit – Not FDIC/NCUA insured – Not insured by any federal government agency – Not guaranteed by any bank or credit union – May go down in value

securian FINANCIAL®

INSURANCE
INVESTMENTS
RETIREMENT

securian.com

400 Robert Street North, St. Paul, MN 55101-2098
©2020 Securian Financial Group, Inc. All rights reserved.

F87549-133 6-2020 DOFU 4-2020
1133326