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November 2007

## StrateCision Newsletter

StrateBytes from The LTCI Software Company

### Greetings!

Welcome to the **StrateCision** newsletter! As we enter the Holiday Season, we send all of our customers, friends, and colleagues very best wishes. We also want you to know about the latest developments at StrateCision, so read on ...

## Advisor Plus is here!



The wait is over, and **LTC Advisor Plus is shipping**. We think agents will agree it was worth the wait.

Although **LTC Advisor Plus** on the surface has the same functions as LTC Advisor, just below the surface is much more power.

For the first time, those who have both StrateCision's LTC Quote Plus program and the new LTC Advisor Plus can **combine information** from both programs to show client-specific **quotes and policy features and benefits** on a single page.

Further, agents who frequently quote the same policies and benefits for different clients can now create **standard comparisons** and apply them to new clients without modification. The comparisons automatically adjust for the age and state of the current client, resulting in a **huge saving** of agent time and effort.

The new LTC Advisor Plus can be ordered by calling us at 781 453 1938, or online at [www.LTCA.com](http://www.LTCA.com). Be the first one on your block to put Advisor Plus to work for you!

## New online quoter for LTCI prospects

### Have your own website?

Many agents have asked us whether our web-based quoting program, LTC WebQuote, can be licensed for **use by their clients and prospects**. These agents have their own websites, and want to provide an online tool for their prospects to find out what LTC insurance will cost.

Although technically this is not a problem, the regulatory issues in showing consumers quotes for specific policies are huge. Each carrier whose policies are quoted or compared would have to file with states whose residents would see the quotes. Up to now, this has discouraged us from making online consumer quotes available.

However, we now have a way to show prospects the likely cost of a policy with specific benefits, given their age, marital status, and state of residence. Our solution is an easy-to-use form where the prospect enters this information and chooses desired benefit levels.

The site then searches 10-15 representative policies and finds the premium for the chosen benefits for each policy. It then shows the prospect the **least expensive**, **most expensive**, and **median** premium from the sample, giving them a good idea of the premium range for the benefits they want at their current age and spousal status.

If you have a website for your prospects, and would like to embed this quoting tool in it so they can check prices for themselves, write to us at [help@ltca.com](mailto:help@ltca.com), or call.

To see a demo of the quoting page for prospects, click the link below. Let us know what you think, would your clients find it useful?

[Demo of Consumer LTCI Quoter](#)

## Software tip of the month

### See old policies?

Many agents have told us they want **withdrawn policies** to continue to appear in our programs, so they can show clients how a plan they have compares with current plans.

Many other agents have said they only want to see **current policies** in our comparison programs, so they don't accidentally offer a client a policy that is no longer sold.

We thought about this for awhile and figured out what to do. In the true spirit of "**have it your way**", our newer programs let you choose whether or not to include withdrawn policies. **LTC Quote Plus, Advisor Plus**, and our web-based programs all have this option.

Also, if you usually don't want to see old policies, but occasionally you do, you can switch your preference any time. In **LTC Quote Plus**, click Setup on the main menu line, then **Show Withdrawn Policies**. To turn them off, click the option again. Simple, no?

## How to reach us

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