

Welcome to the BuddyIns Professional Community Newsletter. This monthly publication is packed with useful info that can help you better manage your long term care business or just learn more about the sales process. This is our way of sharing updates from our growing long term care planning network. We hope that you find this information beneficial to your practice. - ***Happy November!*** 🍂🦃🥧

Listen and Learn

Industry News to Grow Your Business

November is Long-Term Care Awareness Month!
November is here, and with it comes a great opportunity to start meaningful conversations about long-term care planning.

Whether you're helping individuals prepare for their future or working with employers to bring LTC benefits into the workplace, **Long-Term Care Awareness Month** is a chance to educate, reconnect with clients, and reach new audiences.

To make things easier, we've put together our **2026 LTC Awareness Kit**, filled with ready-to-use marketing materials to help you stay visible and keep the conversation going all month long.

Here's what's included:

- **8 social media posts** with matching downloadable graphics, covering both individual and group LTC topics
- **3 pre-written email templates** to help you reconnect with clients, prospects, and employer groups
- **A simple weekly posting calendar** so you know exactly what to share and when
- **Helpful statistics and conversation starters** to make your outreach more informative and engaging

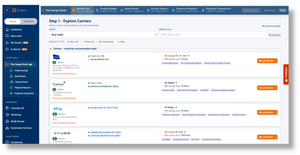
From the cost of care and common Medicare misconceptions to family caregiving and workplace benefits, the kit covers topics that can help open the door to important planning conversations.

Everything is designed to be easy to use. Just copy, paste, personalize if you'd like, and share!

👉 Get Your 2026 LTC Awareness Kit

> **💡Get LTC Coverage For Yourself And Extend It To Your Team**
>
> As a BuddyIns Community Member, you can secure The Standard's guaranteed issue long-term care with life insurance for yourself and extend this coverage to your employees! This is available to groups as small as three lives. Whether you're protecting your own future or helping small business owners in your network enhance their benefit offerings, this is an exciting solution. Use the calculator link below to see sample premiums, or click here for more details.

Buddy System



Introducing Plan Design Studio: All Your Group Sales Tools in One Place!
We've made a big update to the Buddy System! Our new **Plan Design Studio** brings all your group LTC sales tools together in one place, making it easier to move from exploring products to comparing proposals without jumping between different tools.
The Studio walks you through the entire group sales process, step by step:

- **Carrier List & Product Buddy:** Find available carriers, explore products, and compare options side by side.
- **Quick Quote & Census Quote:** Illustrate benefits, compare pricing, and see what employer-funded coverage could cost.
- **Proposal Request & Comparison:** Request carrier proposals and generate side-by-side comparisons to help clients make informed decisions.

And here's another helpful addition: **Save Case** lets you save your progress and pick up where you left off through the new *My Groups* feature (currently in beta).
Whether you're exploring a new group opportunity or working through an active case, Plan Design Studio is designed to help you stay organized, save time, and move through the process with confidence.

👉 Explore Plan Design Studio

LTCi Community

ICYMI *(In Case You Missed It)*

- Group LTCi Tech and Tool State of the Union
- Asset Based LTC Strategy
- How to Get Groups Over the Finish Line
- The Future of Individual LTCi Plan Design

Connect and Collaborate

> *'Are there any decent group options and if so, how many would I need to have enrolled? I insure a local bank with roughly 40 employees and they may be interested in insuring their management or executives. Maybe 5 people. This is for NJ"*

Another great question that came through our Facebook group, Ask the Long Term Care Insurance Specialists. Get in on the discussion and expand your knowledge by joining the group and engaging in the conversations.

Buddy Study Groups - the Best LTCI Workshops in the Industry
Did you know that people who join our Study Groups on a frequent basis are also smarter, healthier, and happier? Okay, we 've never measured those things but we do know that they are likely more focused on improving their sales process. Join our weekly Study Group calls for Individual sales (Tuesdays) and Group sales (Thursdays). This gives you a chance to hear from top LTCi specialists, carriers, and other members of the community to workshop your cases in a more focused-topic experience. Click the links below to add these calls to your calendar 👇

- Individual Sales Study Group - Every Tuesday 1PM PST
- Group Sales Study Group - Every Thursday 1PM PST

📱Help Us Help You Stay Connected
We need your help. Spam filters and crowded inboxes mean important updates sometimes slip through the cracks. We want to provide you with communication options, and we need your help testing our new texting process.

Opt in to receive text messages and get only the most important BuddyIns announcements delivered straight to your phone. We promise we won't spam you.

Text **START** to **818-875-5910** to opt in.
Msg & data rates may apply. Reply **STOP** to opt out

LTCi Education

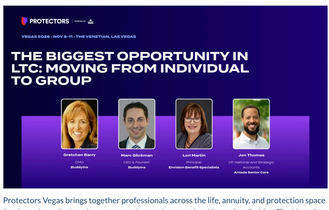
Upcoming Industry Events

Protectors | Powered by NAIFA *(BuddyIns Team Attending)*
Date: November 9-11
Register

PIMA 2027 Winter Insights Conference
Date: January 25-28, 2027
Learn More

ILTCI 2027
Date: March 14-17, 2027
Learn More

Community Partner



Protectors Vegas brings together professionals across the life, annuity, and protection space for three days of education, conversation, and connection, **November 9–11 at The Venetian in Las Vegas.**

We're excited to share that the BuddyIns team will be attending and speaking at this year's event! Gretchen Barry and Marc Glickman will join Lori Martin of Envision Benefit Specialists and Jon Thomas of Amada Senior Care for a panel discussion, *The Biggest Opportunity in LTC: Moving from Individual to Group.*

The conversation will explore why group LTC is gaining attention, how workplace benefits can help more families access coverage, and practical ways advisors can approach employer conversations, enrollment, and distribution opportunities.

If you're attending, we'd love to see you there! It's a great opportunity to connect with fellow professionals, exchange ideas, and learn more about where the industry is headed.

Learn More

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