



J. Linvill
Specializing In
Long Term Care

Independence, Security & Dignity

Advisors – Connecting With The Children

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Advisors – Connecting with the Children

On June 14, 2010, *The Wall Street Journal* had an interesting article by Annie Gasparro titled “The Next Generation”.

The article deals with the baby boomers retiring and at some point the assets will transfer to the children.

What can the advisor do to build relationships with the children?

The article does not mention the following: the children will be concerned about 1. mom & dad’s health 2. the inheritance remaining in tact should one or both parents require care.

By helping the parents obtain a quality long term care insurance policy, the advisor can build a bridge to the children. Mention this coverage now or in the future when care is required. The children will be absolutely delighted and thankful that the advisor was proactive in helping to protect the assets for the parents, the children and the grandchildren.

This is a positive way to commence a relationship with the next generation!

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