



Tax Talk Opens Doors to Small-Business Sales

Selling long-term care insurance to small-business owners isn't the emotional sale it is when selling to individuals. Instead, it's a logical discussion of how you can help them with their business finances.

Small-business owners always are looking for ways to save on taxes. So here's one way to open the door to an LTCi sale:

"Mr. Business Owner, if I could show you something that could help your business reduce its tax burden, would you be interested?"

All businesses can deduct long-term care insurance premiums paid using business dollars. Depending on the tax structure of the business, the owner will be able to deduct either the **actual premium** or the **eligible premium**. Here's how:

- Owners of C corporations can deduct the **actual premium** paid on a long-term care insurance policy for the owner/employee, spouse, dependents and a designated class of employees
- Self-employed business owners (sole proprietors, partnerships, S corporations and LLCs) can deduct the **eligible premium** paid for the owner, spouse and dependents. The eligible premium is established annually based on the medical care components of the Consumer Price Index

ELIGIBLE PREMIUMS FOR 2009*	
Age:	Premium limitation:
40 and younger	\$320
41-50	\$600
51-60	\$1,190
61-70	\$3,180
71 and older	\$3,980

No matter what type of small business, you can offer a money-saving solution. So approach small-business owners (and their accountants) with a plan that provides essential long-term care coverage and allows them to take advantage of federal tax incentives.

*IRS Revenue Procedure 2008-66

