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Friends and Long-Term Care Insurance

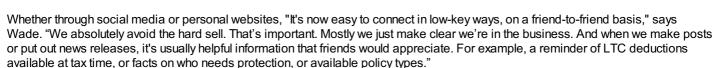
When used with discretion, personal websites and social media sites offer fruitful ways for consumers and LTC agents to connect, reports Madeline Wade of ACSIA Partners LLC

Hilton Head, SC September 28, 2015 – Many long-term care insurance agents resist reaching out to friends who could use their help. And seekers of LTC insurance information also resist reaching out to friends who may be in the business. But there's much to gain from overcoming this reluctance, according to Madeline Wade, a Hilton Head-based agent with ACSIA Partners LLC, a leading long-term care insurance agency.

"In our industry, which provides a vital, personalized service, many advisors recoil at the idea of selling to their friends," says Wade. "And those on the buying end may feel they're imposing if they approach a friend in the business. But when done in a thoroughly professional way, contact can and should be made. In our experience, agents and buyers who are friends are getting together with good results on both sides."

All agents with ACSIA Partners LLC have personal websites. These offer options for getting answers to questions online, by email, by phone, in person, or through a virtual meeting by PC. Wade's personal site is at http://MadelineWade.acsiapartners.com.

Agents with ACSIA Partners LLC are also glad to hear from consumers through social media sites such as Facebook, LinkedIn, and Twitter.



Today, social media and personal websites (increasingly offered by leading agents) are making long-term care insurance shopping more and more friendly for consumers, Wade stresses. "It's still OK to click on internet ads or request quotes on search engines. But if you value the personal touch, it's hard to beat social media and personal websites for linking up with someone you know and trust."

Madeline Wade is a leading long-term care solutions agent serving consumers and organizations in IL, IN, KY, NJ, OH, PA, SC, TX, VA. "We're glad to help them find the best, most affordable solution for their situation," Wade says. "In addition to long-term care insurance, today's options range from critical illness insurance to annuities and life insurance with LTC riders."

Information is available from Wade at madeline.wade@acsiapartners.com, http://MadelineWade.acsiapartners.com or 843-271-6311.

In California the company is known as xACSIA Partners Insurance Agency; in other states, as ACSIA Partners.

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