



True Freedom Premier Plans Sales Points

When presenting a True Freedom Premier Plan, make sure to go over these SIX SALES POINTS to enrollment during your one call close.

1. Department of Health & Human Services Statistics: 3 out of 4 seniors, 70% will need home care in their lifetime. The #1 reason will be because of a trip and fall accident.
2. Medicare does not provide homecare service for grocery shopping, preparing meals, accompanying to doctor's appointments, laundry/cleaning, assistance with bathing, dressing, toileting, hygiene, grooming, 24-hour care, etc.
3. Cost of "self-paying" for 5 hours a day/5 days a week in 2017 average 2,500.00 a month or more.
4. With a True Freedom Premier Plan, you are contracting for "Access to Homecare Hours" and not "Days or Dollars", so the value of the plan hours will rise with the cost of home care over time. It's automatic, built-in inflation protection.
5. In the time period before access to home care service hours becomes essential, the cost of maintaining a plan decreases 10% annually for the first 4 years and will remain at the 40% discounted rate from year 5 and beyond. The moment service hours are requested, the contract fee returns to its original rate and remains at that level for the duration of membership.
6. There are no health triggers, doctor's reports or claim forms needed to begin service. Just call the toll-free number on the brochure, field issue contract or membership card and help will be at your door within 24 to 72 hours. One call does it all.