



Move from tax-deferred to tax-free for LTC with Annuity Care®!

Your producers have two more Annuity Care campaign webinar opportunities – [July 10 and 12](#). Encourage them to turn their knowledge into sales by hosting their own event using our [consumer invitation](#), [presentation](#) and [workbook](#).

Campaign success story: ProducersXL

Angie Hughes is the LTC specialist for ProducersXL, a BGA marketing the OneAmerica® product suite. A big fan of our Care Solutions marketing campaigns, she says the [IMO campaign calendar](#) makes her job easier. It helps her function like a marketing department, even though she's only one person. Angie downloads our compliance-approved content, then customizes and distributes it using our suggested promotional schedule. It's like being handed a campaign on a silver platter, she said.

Angie shares content with the producers under her BGA by email and social media, and she also uses our HTML files to run a prospect email marketing campaign. She recently launched the Annuity Care campaign, with a great response to her first email blast. ***She engaged three brand-new producers by phone and email, resulting in two sets of contracting paperwork, two quote: and one illustration!***

Operations updates

New: Legacy Care on Sales Connection

Now, producers can quote Legacy Care on Sales Connection, as well as all other care products! Find Legacy Care on Sales Connection under the “Fixed Annuity” product type. It's ***not*** located under “Asset-Based LTC Annuity,” where you'll find the Annuity Care product suite. Please note: This is for quoting only, not for application by e-App.

Updated: Pre-interview worksheet

We've updated our pre-interview worksheet to help clients prepare for their underwriting interview. It's now available for producer use! [Click here](#) to view the new form.

Coming soon: Guaranteed interest rate increase

Beginning **July 15, 2018**, the guaranteed interest rate will increase from 1.00 percent to 1.40 percent for new issues of the following products:

- **Indexed Annuity Care®** in all states where the product is sold.
- **Annuity Care® II** in Massachusetts, New Hampshire, Pennsylvania, Vermont and Wisconsin only. The new rate applies to both the base and LTC accumulated values.

Reminder: Fourth of July closure

OneAmerica will be closed Wednesday, July 4, for Independence Day. All departments will be unavailable. Normal operations will resume Thursday, July 5.

Sales resources



Chris Coudret in InsuranceNewsNet

The June issue of InsuranceNewsNet magazine features an interview with Chris Coudret as part of the Annuity Thought Leadership Series, a special sponsored section promoting Annuity Awareness Month. In "This Asset-Based Alternative to LTC Insurance May Be the Solution," Chris promotes linked-benefit annuities with LTC protection as an excellent way for producers to tackle client concerns.

[Read the article online](#)

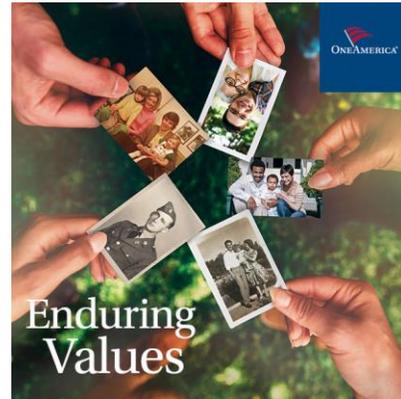
[Download the reprint](#)

Annuity Care II available on Care Solutions rate calculator

Our [Care Solutions rate calculator](#) now quotes Annuity Care II, as well as all Asset-Care® products. It's easy, quick, accurate and consumer-friendly. Share the link with your producers today!

2017 OneAmerica annual report

Our enduring values resonate throughout our 2017 annual report, which illustrates 140 years of building relationships with customers, financial professionals and communities. Find the report on our [website](#), [download the PDF](#) and [watch the Care Solutions video](#).



Sales ideas



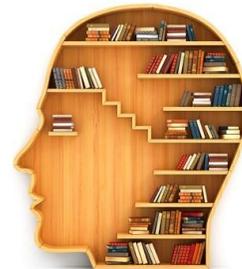
Try these sales ideas with your producers to help grow their asset-based LTC business:
[Joint Annuity Care vs typical joint LTC annuity](#)
[Joint Indexed Annuity Care vs typical joint LTC annuity](#)

Learn and earn: Webinar opportunities

Care Solutions suite and product training

Our [biweekly webinar series](#) covers our asset-based LTC product suite and offers sales ideas. Topics include:

- Setting up the sale
- Joint protection
- Lifetime benefits
- Funding with an IRA, 401(k) or 403(b)
- Guaranteed premiums
- Moving from tax-deferred to tax-free for LTC



Care Solutions Live Deep Dives

Go in depth on topics related to our asset-based LTC protection. [Live Deep Dives](#) are every other Friday at 11 a.m. ET. [Click to register](#).

Events

2019 Independent Leaders' Conference

Costa Rica is the destination for the 2019 Independent Leaders' Conference May 5-9. Guests will be treated to ultimate luxury at the JW Marriott Guanacaste Resort & Spa, a tropical oceanfront paradise. The qualification period is Jan. 1-Dec. 31, 2018.

[Care Solutions producer qualifications](#)

[Marketing organization qualifications](#)

[Venue brochure](#)



2019 Chairman's Trip

Florence, Italy, is the destination for the 2019 Chairman's Trip March 13-17. Guests will enjoy stunning early Renaissance architecture at The St. Regis, a historic palace designed by Brunelleschi. The luxurious hotel is situated in the center of Florence along the Arno River. The qualification period is Jan. 1-Dec. 31, 2018.

[Care Solutions producer qualifications](#)

[Venue brochure](#)

For use with financial professionals only. Not for public distribution.

OneAmerica® is the marketing name for the companies of OneAmerica. Products are issued and underwritten by The State Life Insurance Company® (State Life), Indianapolis, IN, a OneAmerica company that offers the Care Solutions product suite. Asset Care form numbers: L301 and R501 and SA31. Annuity Care form numbers: SA35, SA34 and R508. Indexed Annuity Care form numbers: SA36, R529 and R530. Legacy Care form numbers: SA32, R502 and R503. Not available in all states or may vary by state.

ProducersXL is not an affiliate of the companies of OneAmerica.

The companies of OneAmerica®: American United Life Insurance Company®, The State Life Insurance Company®, OneAmerica Retirement Services LLC, McCready and Keene, Inc., OneAmerica Securities, Inc., and Pioneer Mutual Life Insurance Company®, a stock subsidiary of American United Mutual Insurance Holding Company.



© 2018 OneAmerica Financial Partners, Inc. All rights reserved.