

## Senior Market Sales Launches LTCforAgents.com, an Online Training Center for Long Term Care Agents

OMAHA, Neb., May 28, 2009 – Senior Market Sales, Inc., has launched a new online training center for agents in the Long-Term Care insurance (LTCi) market, [LTCforAgents.com](http://LTCforAgents.com). The site features webinars, Brainshark presentations, articles, online quoting and carrier-approved marketing materials, all aimed at helping financial and insurance professionals better serve LTCi consumers.

“Our goal with LTCforAgents.com is to provide agents with the tools and information they need to increase their long-term care sales,” said Jackie Slaughter, Associate Director of Long-Term Care for Senior Market Sales. “We’ve packaged the training and information that agents crave in a format that’s easy-to-use, convenient and, ultimately, saves our agents time.”

Senior Market Sales is launching [LTCforAgents.com](http://LTCforAgents.com) in partnership with [SellingLTC.com](http://SellingLTC.com). Visitors to LTCforAgents.com will have access to LTCi Café, a multi-media experience providing monthly sales training webinars, monthly audio sales tips, the latest industry news and more.

“We’ve trained more than 40,000 financial professionals on how to succeed in the LTCi market,” said Phillip Sullivan, President of SellingLTC.com. “This partnership is an opportunity to combine our knowledge and experience with the expertise of a great marketing organization like Senior Market Sales and provide producers everything they need for long-term success.”

Visitors to [LTCforAgents.com](http://LTCforAgents.com) can also find information on Mutual of Omaha’s exciting new portfolio of LTCi products, Mutual Care® Plus.

Other agent resource sites from Senior Market Sales include [MedSuppforAgents.com](http://MedSuppforAgents.com), [MAforAgents.com](http://MAforAgents.com) and [PartDforAgents.com](http://PartDforAgents.com).

### **About Senior Market Sales, Inc.**

Senior Market Sales has been providing products and services that help independent agents sell insurance in the mature marketplace since 1982. Marketing quality insurance products from top carriers in all 50 states, Senior Market Sales specializes in Medicare products, Annuities, Life, Long-Term Care and Travel insurance. With its personalized service, cutting-edge online tools and valuable lead programs, Senior Market Sales is committed to helping agents leverage their time and make more money. Senior Market Sales is headquartered in Omaha, Neb. Visit [SeniorMarketSales.com](http://SeniorMarketSales.com) for more information.