



LONG TERM CARE ASSOCIATES

**Home Office:**  
Long Term Care Associates, Inc.  
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## CAROL J. GORDON, LTCP

### LONG TERM CARE INSURANCE SPECIALIST

Carol Gordon's entry into the world of extended care began suddenly when her 19-yr old cousin suffered a debilitating stroke, but it lasted continuously through 2016 when her mother passed away after years of care. For over 20 years, Ms. Gordon has perfected a blend of independent planning with objective, unbiased information in order to provide nationally- recognized counsel to her clients.

A fierce student of the industry, Ms. Gordon has not only acquired many of our most distinctive accreditations, but she has also earned the right from the state of North Carolina to teach the topic of long-term care to new agents as well.

Carol catapults this focus on education to her clients, whom she believes are best served by being informed. Through her guidance, her clients learn whether insurance is an appropriate solution, and if so, how to purchase only the "right" coverage for their needs. In some cases, Carol finds that increasingly popular "hybrid" products—combination life + long term care or annuity + long term care—may be the most suitable solution.

Today, Carol resides in Durham, NC where career and family are her life's focus. When not spending time with her two beautiful granddaughters, she enjoys shopping, dancing and reading.

#### Contact Info

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#### Hometown

Durham, NC

#### Licenses

AZ, CO, FL, GA, IA, IL, IN,  
KY, LA, MA, MD, ME, NC,  
NH, NJ, RI, SC, TN, VA

### About Long Term Care Associates

With roots dating back to 1972, Long Term Care Associates, Inc. has now entered its 5th decade focused exclusively in the LTC insurance marketplace. Headquartered in Bellevue, WA, the company expanded its national footprint in 2003 to become one of the industry's most recognized names.

When LTCA's founders began, the company's mission was to ease the financial and emotional burden that a catastrophic care event could have on families. We're proud that the claim payments received by our policyholders are now measured in the tens of millions of dollars. Leading the country by serving over 5 million members of sponsoring organizations, our commitment and passion for this business remain as strong as ever.

**Learn more at** [www.ltc-associates.com](http://www.ltc-associates.com) or contact Carol at 866.944.5824



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Long Term Care Associates, Inc.  
“Expect More”

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## Mission Statement

- ✓ Our clients’ interests must always come first.
- ✓ We must provide the highest level of service with integrity.
- ✓ We must communicate with our clients clearly.
- ✓ Our insurers and products must be of superior quality.
- ✓ We must give something back to the communities in which we live.
- ✓ Continuing education is necessary to maintain timeliness of knowledge, regulations and planning techniques.
- ✓ We must not simply work hard: To excel beyond our peers requires us to provide an even higher caliber of service to our clients.

## Choose LTCA, and Choose a Company...

- ✓ Entering its **5<sup>th</sup> decade** of marketing long-term care solutions.
- ✓ Whose policyholders have received in **excess of \$20,000,000** in tax-free benefits.<sup>1</sup>
- ✓ Who authored “**The Advisor’s Guide to Long-Term Care Insurance**” (*2nd Ed.*), the reference upon which financial planners depend.
- ✓ Whose “Elite Performers” **rank in the top 1%** of all LTC insurance specialists nationwide.<sup>2</sup>
- ✓ Invited by **state insurance departments** to share its expertise.<sup>3</sup>
- ✓ Endorsed by **over 40** Alumni Associations, Fraternal Organizations, and Credit Unions as the **exclusive** LTC insurance conduit to their members.
- ✓ Regarded as one of the industry’s most authoritative, **trusted voices** on the topic of LTC insurance—quoted in or contributing content to **over 60 publications**.
- ✓ Dedicated to restoring America’s social safety net through our corporate sponsorship of the **Center for Long-Term Care Reform**.
- ✓ Whose carriers have each celebrated their **centennial**, from our youngest at age 108 (Mutual of Omaha) to our oldest at age 146 (Genworth).<sup>4</sup>
- ✓ Whose consumer-facing website and blog are each **award-winning**.
- ✓ Named an “**Elite Distribution Partner**” by two of the leading LTC insurance carriers.

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<sup>1</sup> Data current through 2015

<sup>2</sup> American Association for LTC Insurance, 2012

<sup>3</sup> Drafting agent training requirements (WA) and revising Partnership Plan design (NY)

<sup>4</sup> By contrast, Medicare and Medicaid are just 52-years old (2017)