

Chances Are...

Seniors are not the same as they were 50, even 20 years ago. Seniors today are broadening their horizons and redefining what the word *Senior* means. Today's 50-plus individual is more active, more knowledgeable, more street-wise and even more computer literate than the older Americans of days gone by. The cotton-brigade of the 21st century are lifestyle trend-setters, and the up-and-coming boomers are sure to follow their lead.

As an advisor, it is up to you to take cues from this ever-evolving market because chances are...they will be in need of your services sometime during their golden years.

According to the Oct. 7, 2002 issue of *Brandweek*, "As people age, they tend to demand more in general because they've become more confident and know what they want. Companies that add value by delivering on real service will win."

At United American, we are a strong company backed by a solid reputation and ratings, offering superior service and support. We are in business to provide you with what your clients need to help them make their golden years that much more golden. We offer an array of products sure to fit any clients' needs in whatever stage they may be in the plus-50 market.

Take a look:

Medicare Supplement:*

United American always offers products which are in the best interest of the customer and you, the Agent. Specifically, our ProCare Medicare Supplement portfolio provides quality coverage and choices to fit any prospect's needs.

Life:*

At UA, we are always looking for new ways to provide you with the tools you need to sell this vital coverage. Life insurance can be the foundation of financial security. We offer Whole Life, Term Life, Annuities and a Deposit Fund Rider. Our Life portfolio offers supplemental protection that is the right fit for life.

Cancer:*

When cancer strikes, United American's Cash Benefit Cancer plan does what other Health plans do not — it puts the customer in charge! This plan was designed to aid policyholders in their time of need with a one-time payment of up to \$50,000 upon first diagnosis of internal cancer.

Long Term Care:*

UA's Long Term Care portfolio is competitively priced to give you the edge in this explosive growth market. Choose traditional indemnity or expense-incurred coverage for issue ages 40-84. Don't forget to market Long Term Care to your Underage customers, as well as Seniors. The rates are extremely affordable, and the policies are easily underwritten, which is a real benefit to all.

UA's broad-spectrum product offerings don't just end there. Agents can bolster these plans by adding the extra advantages of UA Partners®. Log onto UAOnline to find out more about all the products UA markets.

* Plans and benefits may vary by state.

