

LTCR Joins LTC Global

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FORT MYERS, Fla.--(BUSINESS WIRE)--LTC Global, Inc. announced today that it has acquired LTC Affinity Direct, Inc. (d/b/a "Long-Term Care Resources" and "LTCR") headquartered in Harper Woods, Michigan. Rick Leonard will continue to manage the business, which operates nationally.

"The Long Term Care market presents significant growth potential, with new innovative products catering to diverse age groups and demographics. Joining a larger organization we trust, with a proven track record, will enable us to fully leverage these growth opportunities"

Founded in 1997 by Rick Leonard and Joe Lautiero, LTCR is the national leader in the association distribution channel for Long Term Care insurance (LTCi). LTCR maintains exclusive relationships with over 650 professional, alumni and other associations and provides care planning services to their members. LTCR's licensed LTC specialists have assisted over 700,000 association members to provide solutions to their care planning needs.

"We have been friendly competitors with Rick and his team for years and have always admired the way LTCR does business," said Daniel G. Schmedlen, Jr., Chief Executive Officer of LTC Global. "We are thrilled to have them as partners and colleagues," Schmedlen said.

"LTC Global is a perfect fit for LTCR due to their decades-long dedication to the Long Term Care market, mirroring our own. They comprehend the unwavering commitment required to deliver top-notch solutions to our agents, marketing partners and clients," said Rick Leonard. "The Long Term Care market presents significant growth potential, with new innovative products catering to diverse age groups and demographics. Joining a larger organization we trust, with a proven track record, will enable us to fully leverage these growth opportunities," Leonard said.

LTCR joins LTC Global's existing LTCi distribution businesses, including ACSIA Partners, the leading national worksite LTCi distributor.

About LTCR

Headquartered in Harper Woods, Michigan, LTCR is the national leader in Long Term Care insurance distribution to association members. For more information about LTCR, visit lucr.com.

About LTC Global

LTC Global is the leading provider of capital to insurance agents and agencies through lead and marketing finance programs, commission advance programs and renewal commission purchases. Through its agency subsidiaries, LTC Global is a leading national distributor of life and health insurance products and the largest distributor of Long Term Care insurance. LTC Global is headquartered in Fort Myers, Florida. For more information about LTC Global, visit ltcglobal.com.

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