

Video title: LTC Planning Benefits

Estimated total runtime: <1:00

[LT: Eric B. Soiland, CFP®, CIMA®, CIMC®

Managing Director

Presidio Group Wealth Management]

[Eric]

What happens if you or your spouse needs help with everyday tasks as you get older—like getting dressed, bathing, or eating?

That’s where long-term care planning comes in. It helps you prepare for the possibility of needing extra support—and gives you and your loved ones more confidence about the future.

It allows you to make decisions ahead of time: choosing care options, securing funding, and making sure your family is ready to step in.

Long-term care can be costly, and Medicare or most health insurance plans typically don’t cover it.

Planning ahead means exploring options like long-term care insurance, Medicaid, or savings. That can help preserve your assets—and your family—from a major financial burden.

It also gives you more control and can help you maintain independence as long as possible.

If you’d like help creating a long-term care plan that fits your life, let’s talk.

Custom Thumbnail Caption: Do You Have a Plan for Long-Term Care?

GET MORE CLICKS WITH “WEAPONIZED” THUMBNAILS

Your video thumbnails just got a facelift.
Look for a brand new design delivered with
your next video.

A Flexible Way to Give

Navigating Life After Divorce

Meet Jeff

NEW + IMPROVED

Email Subject Line: VIDEO: Have you planned for long-term care?

Email Copy:

Long-term care planning isn't just for the elderly—it's for anyone who wants to preserve their family, their savings, and their future choices.

In this quick video, I'll walk you through why it matters and how to start.

[Thumbnail hyperlinked to video]

If you or someone you know is facing these decisions, reach out.

[Add 'Schedule a meeting with me' link]

Social Tease:

Long-term care costs can sneak up on families—and they're rarely covered by Medicare or traditional insurance.

Watch this short video to learn why having a plan now can help preserve your savings and your independence later.

#LongTermCare #RetirementPlanning #InvestmentPlanning

[Direct Upload mp4 file]

[Add 'Schedule a meeting with me' link in comments]

Website Blog/YouTube Title: Why Long-Term Care Planning is a Smart Financial Move

Website Blog/YouTube Copy:

Long-term care planning is essential for preserving both your future independence and your finances.

Without a plan, you risk draining your savings or placing financial and emotional stress on your loved ones. Medicare doesn't typically cover these costs, so it's important to evaluate other options—like long-term care insurance, Medicaid strategies, or self-funding.

Planning ahead allows you to stay in control, choose the care you want, and give your family confidence that you're prepared.

If you want help exploring your options, reach out today.

Investment products and services are offered through Wells Fargo Advisors Financial Network, LLC (WFAFN), Member SPIC. Presidio Group Wealth Management is a separate entity from WFAFN.

Insurance products are offered through nonbank insurance agency affiliates of Wells Fargo & Company and are underwritten by unaffiliated insurance companies.

PM-12242026-8103842.1.1