



L. Nicholas Hogan, LTCP, LUTCF

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L. Nicholas Hogan is a graduate of Xavier University, B.S and The Ohio State University, M.S.

Nick has over 30 years of experience in insurance, marketing and management. He has been a career agent and manager with Mass Mutual and Regional V.P. for Meridian Insurance. He founded Insurance Advisors in 1994 and has assisted agents throughout the United States in growing their businesses. Nick has received numerous sales and industry awards including NQA, MDRT and is a Fellow in the Life Underwriting Training Council.

He brings a wealth of knowledge, experience and creativity to the sale and marketing of Long Term Care Insurance. As one of the few Long-Term Care Professional Certified Trainers in the country his agent and client presentations are a real asset to brokers. Nick is also a Certified Partnership Trainer. Nick is a CE instructor, teaching “Advanced Concepts of Long Term Care Insurance” to such organizations as the Ohio and Michigan Life Underwriters Associations and the Health Underwriters Association. He has also created numerous webinars that brokers find very helpful in jumpstarting the LTC Insurance sales.

He has created what brokers and BGA’s call “*Lighting In a Bottle*”, a process that enables anyone to open up a Multi-life case 100% of the time. He has developed a similar process for the sale of Individual LTC Insurance sales.

These unique programs allow brokers GA’s and BGA’s with any amount of LTC Insurance experience to immediately start or substantially increase their sales.

Nick enjoys working with agencies with all levels of LTCI experience:

- none at all
- some
- have tried to sell LTCI - no success

- are currently active but want to sell more

Nick was the technical advisor to Ronald Iverson for his publication “Long Term Care Insurance Handbook for Accountants and Attorneys”. He has been published in *BrokerWorld* and *Life Insurance Selling* for his unique approach to selling LTCI. Nick’s latest article was entitled “***Top 10 Benefits of Owning LTC Insurance... Even if You Never Use It.***”

Nick and his wife Karen have been married over 35 years and have two grown children, Ryan and Cailin.