

Eric Ley, LUTCF (614) 285-2387 Call or Text
Email : EricLeyIns@aol.com

YOUR CARE
YOUR CHOICE
YOUR INDEPENDENCE

- Affinity by True Freedom offers specialized home care plans that go the extra mile to safeguard, cherish, and fortify the things closest to your heart.





Securing
Protecting & Preserving

What's Yours

70% OF SENIORS
WILL NEED SOME FORM
OF HOME CARE!

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Do You Have A Plan To Remain In Your Home As You Age?

Biggest Risks for Older Americans

- Becoming a burden to family
- Loss of independence and control
- Not having access to quality care
- Not able to choose to remain in one's home
- Protecting income and assets to avoid welfare

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A photograph of an elderly woman with short, wavy white hair, wearing a light blue top, smiling broadly and hugging a young child. The child has dark, curly hair and is wearing a pink sleeveless top with small floral patterns. The child is also smiling and holding a small yellow object. The background is slightly blurred, showing a green-framed picture on a yellow wall.

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80%

**OF MATURE AMERICANS (65+)
HAVE AT LEAST ONE CHRONIC
CONDITION!**

Provided by Centers for Disease Control and
Prevention. Healthy Aging at a Glance2011.
<http://stacks.cdc.gov/view/cdc/22022>

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Who Will Pay for Your Home Care Services?

- Meal Planning/Preparation
- Grocery Shopping
- Assistance With:
 - Dressing
 - Bathing
 - Toileting
- Light Housekeeping
- Laundry, and Changing Linens
- Accompany to Doctor's visits
- And More



BE PREPARED

- Your health can decline over your lifetime
- The need for care due to a chronic illness is increasing as you age¹
- Cost of care can impact your income, assets, and lifestyle
- You may need help with bathing, dressing, toileting, and other activities of daily living

¹DrabekJ, et al. Measuring the Need for Long-Term Services and Supports. ASPE Research Brief. Department of Health and Human Services. July 2015.

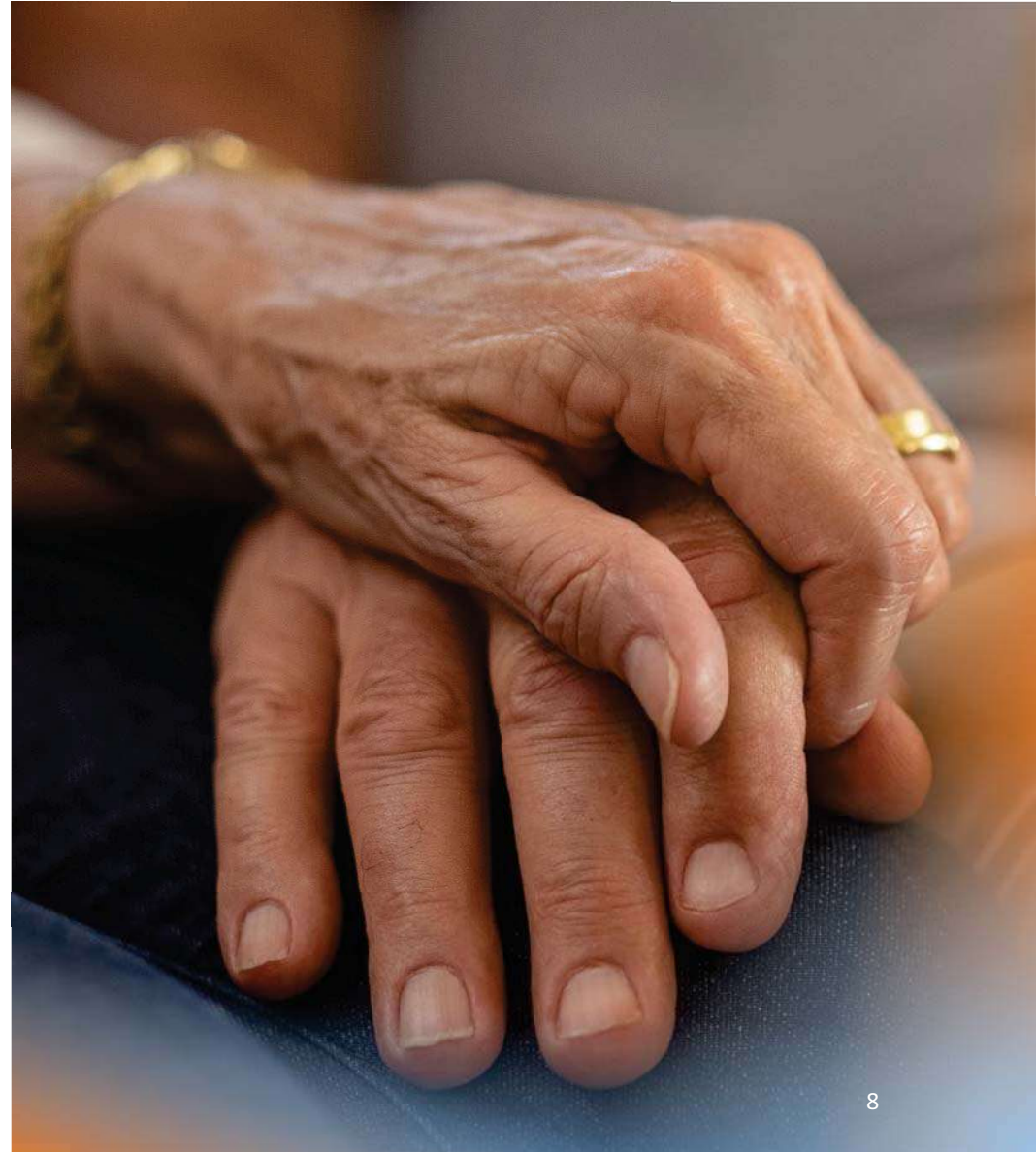


MISSION STATEMENT:

At True Freedom, our mission extends beyond the traditional boundaries of senior care. We are dedicated to empowering not just seniors but all adults who are planning ahead for their future.

Our aim is to provide flexible, compassionate, and personalized home care services that cater to the unique needs of each individual, regardless of their age. By offering the option to build membership hours for future needs, we ensure that everyone has the opportunity to secure their future comfort and independence.

We are committed to redefining home care, making it accessible and adaptable to the evolving needs of our diverse members, ensuring that they can live life with dignity, joy, and freedom in their own homes.



Who are we?

1. We specialize in Service Contracts.
2. Our membership model is similar to **AAA**.
3. Our benefits cover non-medical in-home care services.
4. We are NOT an insurance provider; therefore, no medical underwriting involved.
5. A group program with exclusive discounts.
6. A group program without age restriction.
7. We are available nationwide.
8. Same rate for all members.
9. Long term solution.

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PLATINUM PLAN = 10,000 Lifetime hours
\$280,000* “current lifetime retail value”

Your cost \$0.21 per every lifetime retail value dollar **

GOLD PLAN = 6,000 lifetime hours
\$168,000* “current lifetime retail value”

Your cost \$0.16 per every lifetime retail value dollar **

SILVER PLAN = 3,000 lifetime hours
\$84,000* “current lifetime retail VALUE”

Your cost \$0.15 per every lifetime retail value dollar **

BRONZE PLAN = 1,500 lifetime hours
\$42,000* “current lifetime retail value”

Your cost \$0.14 per every lifetime retail value dollar **

BASE PLAN = 600 lifetime hours
\$16,800* “current lifetime retail value”

Your cost is \$0.12 per every lifetime retail value dollar**

* Genworth National Hourly Median Costs 2021 vs. 2023 (<https://www.genworth.com/aging-and-you/finances/cost-of-care.html>). Lifetime retail value automatically increases as the cost of care per hour rises

**Analysis based on partner annual enrollment pricing, 5 years of membership premium paid before activating services, plus the total premiums paid during usage years to exhaust the lifetime hours per plan using 5 hours per day, 5 days a week schedule.

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5 Year

Affinity Monthly Member Discount Summary

- Exclusive 10% Member Discount
- 10% Partner/Spouse Discount When Enrolling Together
- Up to 40% Loyalty Rewards Discount*

Affinity Monthly Single Member Discounted Cost						
YEAR	DISCOUNT	BASE	BRONZE	SILVER	GOLD	PLATINUM
		600 Hours	1500 Hours	3000 Hours	6000 Hours	10,000 Hours
	RETAIL	\$39.00	\$95.00	\$175.00	\$295.00	\$475.00
Year 1	10%	\$35.10	\$85.50	\$157.50	\$265.50	\$427.50
Year 2	20%	\$31.20	\$76.00	\$140.00	\$236.00	\$380.00
Year 3	30%	\$27.30	\$66.50	\$122.50	\$206.50	\$322.50
Year 4	40%	\$23.40	\$57.00	\$105.00	\$177.00	\$285.00
Year 5	50%	\$19.50	\$47.50	\$87.50	\$147.50	\$237.50

Affinity Monthly Member Enrolling with a Partner Discounted Cost						
YEAR	DISCOUNT	BASE	BRONZE	SILVER	GOLD	PLATINUM
		600 Hours	1500 Hours	3000 Hours	6000 Hours	10,000 Hours
	RETAIL	\$39.00	\$95.00	\$175.00	\$295.00	\$475.00
Year 1	20%	\$31.20	\$76.00	\$140.00	\$236.00	\$380.00
Year 2	30%	\$27.30	\$66.50	\$122.50	\$206.50	\$322.50
Year 3	40%	\$23.40	\$57.00	\$105.00	\$177.00	\$285.00
Year 4	50%	\$19.50	\$47.50	\$87.50	\$147.50	\$237.50
Year 5	60%	\$15.60	\$38.00	\$70.00	\$118.00	\$190.00

Now with a \$39 Per Month 600 hour Base Plan!

* Loyalty Rewards Discounts void once you activate services. The Exclusive 10% and 10% Partner/Spouse Discounts remain.

Now with a \$39 Per Month 600 hour Base Plan!

5 Year

Affinity Annual Member Discount Summary

- Exclusive 10% Member Discount
- 5% Annual Discount
- 10% Partner/Spouse Discount When Enrolling Together
- Up to 40% Loyalty Rewards Discount*

Affinity Annual Single Member Discounted Cost						
YEAR	DISCOUNT	BASE	BRONZE	SILVER	GOLD	PLATINUM
		600 Hours	1500 Hours	3000 Hours	6000 Hours	10,000 Hours
	RETAIL	\$468.00	\$1,140.00	\$2,100.00	\$3,540.00	\$5,700.00
Year 1	15%	\$397.80	\$969.00	\$1,785.00	\$3,009.00	\$4,845.00
Year 2	25%	\$351.00	\$855.00	\$1,575.00	\$2,655.00	\$4,275.00
Year 3	35%	\$304.20	\$741.00	\$1,365.00	\$2,301.00	\$3,705.00
Year 4	45%	\$257.40	\$627.00	\$1,155.00	\$1,947.00	\$3,135.00
Year 5	55%	\$210.60	\$513.00	\$945.00	\$1,593.00	\$2,565.00
Year 5 Per Month		\$17.55	\$42.75	\$78.75	\$132.75	\$213.75

Affinity Annual Member Enrolling with a Partner Discounted Cost						
YEAR	DISCOUNT	BASE	BRONZE	SILVER	GOLD	PLATINUM
		600 Hours	1500 Hours	3000 Hours	6000 Hours	10,000 Hours
	RETAIL	\$468.00	\$1,140.00	\$2,100.00	\$3,540.00	\$5,700.00
Year 1	25%	\$351.00	\$855.00	\$1,575.00	\$2,655.00	\$4,275.00
Year 2	35%	\$304.20	\$741.00	\$1,365.00	\$2,301.00	\$3,705.00
Year 3	45%	\$257.40	\$627.00	\$1,155.00	\$1,947.00	\$3,135.00
Year 4	55%	\$210.60	\$513.00	\$945.00	\$1,593.00	\$2,565.00
Year 5	65%	\$163.80	\$399.00	\$735.00	\$1,239.00	\$1,995.00
Year 5 Per Month		\$13.65	\$33.25	\$61.25	\$103.25	\$166.25

* Loyalty Rewards Discounts void once you activate services. The Exclusive 10%, Annual 5%, and 10% Partner/Spouse Discounts remain.



Services Includes:

- Meal Planning/Preparation
- Grocery Shopping
- Assistance With:
 - Dressing
 - Bathing
 - Toileting
- Light Housekeeping
- Grocery Shopping
- Medication Reminders
- Laundry and Changing Linens
- Accompany to Doctor's visits
- And More

Network Home Care Agencies



We work with thousands of network home care agencies across the country



When You Need Care

- Call our toll-free number 888-245-9001
- Speak with a Care Coordinator
- Select Any Time Hours or Agency Hours
- Set your schedule
- Get the care you need within 72 business hours
- We take care of the rest for you

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Non-Medical Home Care Service Hours Options

- ANYTIME HOURS
- AGENCY HOURS



ANYTIME HOURS

- Provided by a friend or a neighbor chosen by the member
- **Service available**
 - Any day of the week
 - Any hours including overnight
 - 24/7 live-in home care

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AGENCY HOURS

- Provided by a Licensed and Insured Network Home Care Agency
- **Service available**
 - Monday thru Friday
 - Up to 5 hours a day
 - Between 9 am to 5 pm
 - No weekends
 - No holidays

Claim Payments

- **ANYTIME HOURS**

- Direct deposit payment to the Friend or Neighbor Caregiver
- Paid once a week on Fridays

- **AGENCY HOURS**


- Home Care Agency invoices True Freedom and NOT the member
- Invoices are paid once a week on Thursdays
- 3rd largest home care Franchise in the country said “True Freedom is the Gold standard in paying claims”¹




¹ <https://truefreedomhomecare.com/testimonials/>

Lifetime Benefit Hours Usage Explanation


Your Lifetime Hours are divided into 10 segments of equal hours



You have access to your first segment of hours after an initial 90-day waiting period from the effective date of contract.
There is NO Elimination Period




After exhausting a segment of hours, you will go into a 90-day reset period without coverage



After the reset period is over, your next segment of hours will automatically reload

Lifetime Benefit Hours Usage Explanation

If you don't have the need for care, you can choose to save the new segment of hours for the future



You must keep your membership paid up and in current status to have access to your hours




You can not share hours with a spouse/partner.




Service must be provided for the contracted member

Lifetime Benefit Hours Usage Explanation


You can take as long as you want to use any given segment of hours



Every segment of hours used, is followed by a 90-day reset period



Once you finish all 10 bundles (your lifetime benefit hours), your membership contract terminates



You will not be allowed to purchase another plan, so use your hours wisely

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Are You Eligible To Enroll?

- Are you able to be left alone at home for a week or more and live independently at this time?
- Are you currently able to perform daily activities such as bathing, dressing, and transferring without assistance from anyone (including family members)?
- If you answer YES to both questions, you are eligible to enroll!



ENROLL TODAY!

Don't Wait Till You Need Care!

- Because you will NOT be eligible to purchase a True Freedom Plan!
- Especially if you do not have a traditional Long Term Care Policy in place
- Medicare does NOT cover Homemaker services, Custodial or personal care!

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After Your Enrollment



Chen Randall 123
Street North
Holiday, FL 34690

March 4, 2024

You will receive the following:

- Your Field Issued Contract (enrollment application + a brochure) is your “policy”, which is emailed to you.
- A Welcome Letter with your ID card is mailed to you within 30 days after the enrollment.
- Reference the Terms & Conditions, Claims Policy for complete details*

Dear Chen Randall,

Welcome to the True Freedom family! It is with great pleasure that we extend our warmest greetings to you as a valued member of our True Freedom program. With us, you embark on a journey towards gracefully aging in the comfort of your own home, where your well-being is our top priority.

True Freedom has been a trusted companion to countless seniors over the years, providing unwavering support in times of need. We are honored to have you join our community.

Enclosed with this letter, you will find your personalized Membership ID card, complete with our toll-free number, and contract ID information. We kindly request that you keep this letter and card in your healthcare records for easy access. Should you have any inquiries or require assistance, our dedicated team is just a phone call away at 1-888-245-9001. We are committed to providing you with the highest level of service and support tailored to your individual needs.

Our office hours are Monday to Friday, from 8:30 AM to 4:30 PM Eastern Standard Time, excluding holidays.

Effective Date: 2/19/24
Member Contract #: 10181-9999
Membership Plan Type: Bronze2

Once again, welcome to True Freedom. We look forward to serving you and being a trusted partner on your journey towards enhanced well-being and independence.

Warm regards,

True Freedom Team



*Terms & Conditions is attached to the enrollment application page and the Claims Policy is sent at activation of care

**Age in Place & Truly Secure your Freedom to stay
in Your Home with a Home Care Assistance Plan!**

**NATIONWIDE Home Care Plans Starting
as low as \$39 Per Month! No Health Exam!**



Home Care Assistance Plans!

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Since 1986 - EricLeyIns@aol.com

**The Most Viable & Affordable Alternative
to Traditional Long Term Care Insurance
Available for Seniors TODAY!!!**

Plans Start at Only \$39 per Month!

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Today For More
Information!**

**Free Gift Card!
w/ 90 Day In
Force Plan!
\$25, \$50,
\$75 or \$100!
Home Depot
OR Lowe's**

Free Gift Card!

**Age In
Place**

**As Low
as \$39
Per Mo!**

**Home Care Assistance
Plans In ALL 50 States**

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