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LTC Consumer Announces New National Sales Manager as Result of Record Growth

Portland OR –Today, [LTC Consumer](#), a long-term care (LTC) planning resource website, announced that due to record sales in 2019, Richard Horowitz will be promoted to the position of National Sales Manager. Horowitz will be leading a new team of LTC insurance specialists to manage the increasing demand from consumers eager for long-term planning solutions. “I’m very excited,” he said. “I’m really looking forward to expanding our internet sales team and helping many more people with their long-term care planning.”

Mike Skiens, owner of LTC Consumer and President of MasterCare America, Inc. stated that LTC Consumer needs to grow its distribution capabilities—given the large increase in LTC insurance and asset-based solution sales—and he is pleased to have someone as qualified as [Horowitz](#) move into the leadership position. “He is a highly talented and focused professional with a strong track record of success in our market,” Skiens said. “The future of internet-based education and planning in our LTC Consumer business model is bright, and we see Rich as a great addition to our sales management team.”

Nathan Sanow, Executive Director of LTC Consumer, is also enthusiastic about Horowitz’s promotion, saying, “Rich brings a long history of sales success by innovating the education process to allow consumers to get educated and apply in the way most prefer: online and over the phone.” Sanow says the site has always been committed to being the most innovative LTC-solutions firm in the country. They do this by offering new ways for consumers to easily understand and [compare the top plans](#) in each state—and with well over a decade of experience and a passion for advocating for his clients, Richard Horowitz is ready to lead LTC Consumer and concerned consumers into the new decade.

About LTC Consumer: [LTC Consumer](#) is an independent, online resource to help individuals understand LTC planning and evaluate the best solution for their LTC needs. We have a team of experienced LTC Insurance Specialists who can help you find an insurance policy that is well suited to your individual needs and objectives. LTC Consumer was developed by MasterCare America, Inc., one of the nation’s top LTC planning firms.