



*We Work Hard to Make Long
Term Care Planning Easy*

Brian I. Gordon, CLTC

President

Brian has over three decades of experience in Long Term Care Insurance (LTCI), joining his father, Murray A. Gordon, in 1990. In addition to his personal LTC planning and consulting, he has conducted informative seminars for senior and retiree groups, banks, and corporations. Brian has also conducted CE courses for financial professionals, CPA's, attorneys, and insurance organizations.

Specializing in both Stand-Alone "Traditional" and Hybrid Asset-Based Life and Annuities with LTCI Riders, Brian has collaborated with carriers regarding product development and marketing. Over the years, he has been recognized by his peers as one of the top LTCI professionals and nationally syndicated financial expert and writer Terry Savage, calls Gordon Associates "my advisor on long term care policies".

Brian has presented to the Illinois chapters of the Chicago Bar Association and National Academy of Elder Law Attorneys and has developed long standing relationships with fee-only financial planning associations. Brian has been quoted in numerous publications, including New York Times, Mainstreet, The Huffington Post, Kiplinger, Chicago Sun Times, Chicago Tribune, AARP and many others, and is considered an expert in his field. A graduate of the University of Kansas, Brian holds a degree in Personal Administration and Psychology. Brian lives in Northbrook, IL, and in his free time enjoys time with his wife, three daughters and dog, Skai.

Brian@GAltci.com

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