

Natalie A Murch, ChFC, CLTC

Natalie began her career with The Midland Life Insurance Company in June, 1986. She served in various capacities including underwriting, customer service management, actuarial data, and sales promotion. Her last four years as a regional marketing rep involved calling on brokerage agencies across the country.

In 1995, Natalie joined an independent brokerage agency and became the long term care specialist. She gained ownership in the firm, and her primary role was educating financial professionals and their clients about long term care.

In 1999, Natalie sold her agency to a national marketing organization and became National Sales VP, Long Term Care. She continued in her role as an educator, spoke at many industry meetings, served on a national advisory panel and conducted many joint appointments with financial professionals around the region.

LTC Choices, an independent long term care brokerage firm, was formed in late 2003, and Natalie now focuses **exclusively** on long term care insurance. She conducts individual consultations regarding the best way to plan for the devastating cost of long term care. Much of her work is with financial professionals where she has become known as the local long term care expert. Natalie also continues her public speaking focused on educating the public about this very significant financial risk.

Natalie obtained her BS in Marketing and Business from Franklin University. In 1998 she received her Chartered Financial Consultant designation from The American College. In 2001, she added Certified Long Term Care Consultant to her list of credentials.

Natalie and her husband, Bob, live in Blacklick. They have one daughter, Alex, who is studying nursing. In her spare time, Natalie enjoys tennis, cycling, golf, and cooking.