

1st Appointment: Orientation Post-Introduction Pre-FactFinder

What makes my firm different from all the rest that you may have heard of is the fact that we do comprehensive all-encompassing estate plans. What does that mean to you? Most estate planning attorneys are wonderful. They all do great work on a legal basis. The issue that we have found is that 99% of estate planning attorneys analyze solely with their legal glasses on. They identify and solve the legal issues, but they do not go beyond that. Perhaps some don't have the training or experience to go beyond estate planning? Some may choose not to go above and beyond because they don't have the interest or temperament? Maybe many attorneys don't provide clients with more than just estate planning because it's not traditional?

We are different. We analyze everything there is to know about you – your family, your assets, your financial plans, your possible inheritances, etc. – because it does not make sense for an attorney to truly give you a complete, well-packaged plan if there are some things missing. Imagine I sell you a great beautiful yacht for your retirement. The only thing you came to me for was this yacht and the only concern you wanted me to address was whether its engine was good enough. If I only focused on the engine, you may get to where you want to go, but if I never addressed and you never brought up the sleeping quarters or whether there is an anchor or even if there are lifeboats, your journey will be messy. There may even have been a few holes in the boat but because we only talked about the engine, none of us ever thought to address other possible issues.

My firm is different. When I do estate planning, I discuss and give my expert opinion on all facets of what will become your estate plan. Because if there are certain things that go unaddressed or if there are certain things that are not repaired, whether it regards your family, your assets, or your financial plans, that yacht will not have a pleasant journey. So at this time, what I'm going to do is ask you some questions. Keep in mind this is all confidential and privileged between us.

(Go Into FactFinder)

Ideally, they have completed the fact finder before the meeting and brought their statements and policies and legal documents to the first appointment. That means that the fact finder is a review and confirmation. It allows for more discussion to be had about how they feel about their financial circumstances, their performance, their objectives, and how they feel their present financial advisors have performed.

After the fact finder is complete:

Make your normal legal recommendations and explain what will happen in the next parts of your legal process.

This is also the point, should the client choose to retain you, to explain your compensation disclosures.

(See Disclosures)

2nd Appointment – Post Legal Discussion: Financial Orientation

When we last got together you might recall we discussed some of your financial objectives and how they fit into putting this estate plan together. What my group has found over the years is that 99% of the estate plans we have reviewed for our clients have done an excellent job protecting people from creditors, predators, bankruptcies, divorces, family estrangements, etc. What they have not done is align the client's financial goals within the larger picture.

For example, the main reason most people decide to set up an estate plan is to prepare their affairs for when they die. They want to make sure things are not going to become a hassle for their family when they are no longer here. They set up a trust and fund it with their assets with the idea of passing everything on to their families and friends. The issue then becomes and I presume I know the answer to the question . . . How much of your estate do you want to pass on?

"Well, Ryan, I want to pass on my whole estate to my spouse and family." My clients have felt that that question is somewhat ridiculous because who wouldn't want to pass on everything? Quite frankly, I feel the same way, but it has caused my group to go deeper into the creation of estate plans.

The point is that oftentimes our client's legal plans and financial plans are out of alignment. Clients want to pass on their \$1,000,000 IRA to their spouse, but that IRA is 100% invested in the market, which means that that \$1,000,000 could become \$600,000 if the market drops. Or the client is looking for a certain amount of income during retirement, but the vehicles they are using to generate the income are in no way guaranteed or if they are, the interest rate is too low to meet the desired income need. Many times clients come in to see us, to protect and preserve what they have worked so hard to create, but, their financial assets are in places that have the ability or the propensity to diminish meaning that their retirement accounts or cash monies are in equity, securities, mutual funds, or other vehicles that can lose balance when the market takes a negative turn.

Imagine the trust that is created is like a suitcase, and the client leaves the office with the suitcase but there is a hole in it and when they cross the street to their financial advisor whether it be Edward Jones or UBS or whoever, it may be and that advisor has their moneys in some type of plan that can lose money. Then items "fall out of the hole in that suitcase."

It is counter intuitive. Many of our clients want to preserve and protect their money, but their advisor has all of their moneys in places that can go backwards, that can lose value.

Our goal is to align our client's legal plan with their financial plan whenever possible.

When our client's legal plan and their financial plan are in alignment, our clients are in a much better position to have their plan deliver predictable results.

Another scenario we see quite a bit is a lack of any type of plan for long term care. We know that statistically we have a 50% chance of needed some type of long term care, but most of our clients choose not to think about it because it's out of site and out of mind. You will either need it or you won't. Do you have any family members that have been in a nursing home or needed some type of long term care? It's hard to find individuals at your stage in life that have not. We all know what it looks like and how

2nd Appointment – continued

difficult that scenario is, but most of our clients never plan for it. We've found it's because they believe to protect themselves for this type of contingency is expensive or unnecessary.

As a fiduciary we have a responsibility to address issues that we see with your particular scenario. So let's talk about how this all relates to your particular scenario. The last time we got together we went over your financial assets. The issues that were apparent were (refer back to the fact finder):

- A need for a long term care plan
- A need for protection from market risk
- A need for a more tax efficient legacy plan
- A need for a an income stream that is constant
- A need for a reasonable return without market risk

Example:

Given that you have X% of your portfolio at risk but that you told me that you want to preserve and grow this money to live off of and then pass this entire amount on to your family, what I am going to do next, is have my firm search for the most suitable financial vehicles that will assure that your legal plan and your financial strategies are in alignment. The next time we get together, we will wrap up your legal work and review the ideas and strategies that our team comes up with from a financial perspective. Are you comfortable with that?

Objections

- What products do you usually sell? Are you trying to sell an annuity?
 - "Quite frankly, at this point I have no idea what my firm and I are going to conclude is the right fit for your particular case. I can tell you that we have dealt with annuities for some clients because it just so happened that they were what fit for the client's objectives and goals within their estate plan. Right now, I am not sure that one will be the solution for you.

- I have a guy.
 - I understand, again we see it as our responsibility from a fiduciary standpoint to give you our opinion. Firstly, your advisor cannot do what my firm can, which is put all of the pieces together and present them in a manner where all strategies are aligned. We have found that most mistakes in an estate plan come about when the client is dealing with separate people who have separate financial philosophies. Ours, first and foremost, is preservation. It is to keep what you have to make sure it never goes backwards so you may enjoy the most amount of money you can and then pass that money on to your family when you die. The idea here is that you will have one person who knows and understands everything about your goal and wishes. Second, we can offer an independent perspective. Because we are not what is referred to as captive advisors, who are limited in their offerings by the respective company they work for (for example, add name here). We are able to offer you a broader range of solutions.

3rd Appointment – Post Legal Discussion: FIA Recommendation-Preservation

When we last got together we discussed that my firm and I would search for the best financial vehicles that would achieve what it is you are trying to accomplish with this estate plan. You might recall that you told me that keeping what it is that you worked so hard to accumulate is very important. You also stated that you would like to continue to grow your wealth so that you may have the option to have more income during retirement should you choose to do so. You also stated that whatever is left you would want pass on to your respective beneficiaries.

Now based upon that, what my firm and I have concluded over the years is that there is myriad of financial vehicles for people to use. Let's call them tools. What dumbfounds me is when people call certain financial vehicles stupid. No tool is stupid. It would be like saying a screwdriver is a stupid tool. It's not stupid if it is used correctly – to screw something into the wall, for example. But if you used the screwdriver to try to pound the screw into the wall, then there it would be stupid because it wouldn't be being used properly. Instead you would need a hammer.

The point of all this is that the financial products you have here are not bad, but instead they are wrong for what it is you are trying to do here. It is my job to point to all of the misalignments and where the pegs are not fitting into the board. See, unlike other financial advisors, what I do is put together a comprehensive plan – both on a legal and financial basis. Not just legal. Not just financial. Both. So that everything in your life is harmonious and all-encompassing in one structured, comprehensive, concrete plan.

The financial products you have right now – your current tools – are not the ones that should be being used for this particular plan. The tools you are using right now are designed for younger people who can afford to take more risk at their younger ages. They can afford to use those tools because they are going to be working for many more years and have the ability to save during that time. You, on the other hand, are entering retirement and cannot afford to take those risks because suffering a setback would be catastrophic to this plan.

So, with that being said, the plan I am going to start for you, the plan that we are going to start together today, just so happens to accomplish all of your estate planning and financial goals. It has been and is the plan of choice for many of our clients because it preserves what they have and is capable of growing it at a very high level. Most importantly, this plan is offered by one of the largest, safest, and most financially secure companies in the world. Have you ever heard of CARRIER? (Go Into Product Presentation)

3rd Appointment – Post Legal Discussion: LTC/LIFE Hybrid recommendation

When we last got together we discussed that my firm and I would search for the best financial vehicles that would achieve what it is you are trying to accomplish with this estate plan. You might recall that you told me that your greatest concerns were planning for a possible long term care need and leaving a legacy to your grandchildren most effectively.

Now based upon that, what my firm and I have concluded over the years is that there is myriad of financial vehicles for people to use. Let's call them tools. The problem is that tools alone are not enough to achieve your goals. What we see most often with clients are the wrong tools for the job. You've heard that expression before. What we want are the right tools with a plan. We also want our plan to have predictable results. When planning for Long Term Care needs, we always seek to maintain predictable results using products that have contractual guarantees that do not change. Does that make sense?

The financial products you have right now – your current tools – are not the ones that should be being used for this particular plan. They offer no coverage for any long term care need nor do they effectively create a legacy for you.

So, with that being said, the plan I am going to start for you, the plan that we are going to start together today, just so happens to accomplish all of your estate planning and financial goals. It has been and is continuously is the plan of choice for many of our clients because it uses existing assets to create a long term care benefit and a legacy. So we can achieve your goal without costing you more monies typically. Most importantly, this plan is offered by one of the largest, safest, and most financially secure companies in the world. Have you ever heard of CARRIER? (Go Into Product Presentation)

3rd Appointment – Post Legal Discussion: FIA Recommendation-Income

When we last got together we discussed that my firm and I would search for the best financial vehicles that would achieve what it is you are trying to accomplish with this estate plan. You might recall that you told me that your greatest concern was making sure that you didn't outlive your money and that you needed an income of "X."

Now based upon that, what my firm and I have concluded over the years is that there is myriad of financial vehicles for people to use. Let's call them tools. The problem is that tools alone are not enough to achieve your goals. What we see most often with clients are the wrong tools for the job. You've heard that expression before. What we want are the right tools with a plan. We also want our plan to have predictable results. When creating a plan that provides income you cannot outlive, the right tool is critical. Imagine this scenario, you are out driving your car, you come across two bridges. In front of the bridges are 2 signs. One sign says you have a 78% chance of making it across and the other sign says you have a 100% chance of making it across. Which bridge are you going to cross? Silly question right?

The financial products you have right now – your current tools – are the "78%" bridge to continue that analogy. You are pulling income from financial vehicles that have no contractual guarantee that says the income will continue at the payment you need as long as you live.

So, with that being said, the plan I am going to start for you, the plan that we are going to start together today, does satisfy your income needs in a more guaranteed fashion. It has been and is continuously is the plan of choice for many of our clients because it uses contractual guarantees to create predictable retirement income without risk. Most importantly, this plan is offered by one of the largest, safest, and most financially secure companies in the world. Have you ever heard of CARRIER? (Go Into Product Presentation . . .)