

FIRST Appointment

This is the first REVIEW of the client situation, their concerns and needs, their past experience, etc. This may be complimentary or it may be billable. The clients would be encouraged or instructed to bring as much information to the first meeting as possible.

In addition to bringing all relevant estate planning documents, information needed includes statements from any active employer-sponsored retirement planning accounts (present and past), IRA accounts, Roth IRAs, retirement annuities, non-qualified investment and fund accounts, annuities and life insurance, CDs and cash savings, etc. The most recent income tax return would be useful also.

1-1) Initial friendly conversation to learn how they got here and why.

1-2) Question-and-Answer review of client's family, financials, estate planning, objectives and needs, and what they want most.

1-3) Discussing estate planning work to be done or diagnosis and recommended solutions.

1-4) Agreement on work to be done and discussion of expected cost for the services needed.

1-5) Now the attorney pivots to one or several retirement planning observations, in order to note areas of concern and help.

1-6) Attorney describes that they do retirement planning too, in conjunction with estate planning, for the benefit of many clients.

1-7) Attorney describes WHY attorney believes it important to give the estate planning client his or her advice about the client's retirement planning and financial positions;

- "Today, it is more important to protect client retirement and financial positions and for clients and their beneficiaries,
- "It is increasingly important to address any conflicts between the client's goals and priorities and their financial positions or attitudes (like those toward risk, for example).
- "We feel we need to do this in order to minimize any oversights, or unfinished trust or document work, as well as to discover any mistakes or misunderstandings that might occur because we only looked at the estate planning issues and not retirement.
- "We want retirement planning to be more protection-oriented than investment- or /growth-oriented. Retirement saving and accumulation is very different than retirement income planning.
- "Said simply, things on one side of the planning coin can really impact things on the other side of the planning coin.
- "Some of our clients think it is easier to do it this way, or maybe it's more convenient, or maybe they don't want to talk about their financial affairs with even more people.

FIRST Appointment - continued

1-8) Examples of opportunities to benefit from doing both side of your planning here:

- E.g. qualified money, beneficiary protection, lifetime income needs and success,
- E.G. potential impact of loss of principal, healthcare & LTC needs, & longevity risks
- E.G. retirement security is very important to single clients and surviving-spouse clients also (and maybe even more important for any such clients who are female?).

1-9) “We highly recommend that you do a retirement review with us too. There is no charge or fee for this work and there is no obligation to take any recommendation. You can work with us for estate planning and retirement planning, or work with us for estate planning alone. If current retirement review is a good thing to do, and if you do make a purchase or investment with our help, we will earn something of a commission. We need to tell you that in advance. Whether you do something or do not do something now, there is no fee-for-service to you for our retirement planning work.

“What I propose is that we begin to discuss your present retirement planning work and your objectives today. We can continue that work when you come into the office to confirm your estate planning and at the meeting when we sign and execute your estate plan. Let’s proceed with your retirement planning review now-- you are already here and you’ve brought most or all the needed information with you. Would that be okay? This conversation should not last more than another 30 minutes....

1-10) Presumably you or your staff have given the client their retirement planning instructions about what documents to bring and what questions to consider. We have no objection to giving the client the actual Confidential Survey in advance. They will see how thorough you intend to be and what questions they should consider. Proceed to review the Confidential Survey bringing in account statements and other information as you work through the document.

1-11) When the attorney is the party doing the retirement planning, there’s no need to address privacy rights and requirements (as would be needed if a third-party did the retirement planning).

1-12) If the client chooses not to do a retirement planning review, you proceed with scheduling the estate planning appointments as is normally done.

SECOND Appointment

2-1) This is the REVIEW session of the estate planning documents that were prepared; questions are answered. This appointment probably should not be more than a week or two after the first appointment.

2-2) The client's affirmation is obtained that the estate planning work done will meet the client's objectives and expectations. You will present and discuss the issues you have identified and the recommendations to consider. You would be discussing higher-priority issues first, probably. When you finish the appointment you will want to have prioritized what action steps you recommend to the client.

2-3) After the estate planning document review, the attorney continues or rejoins the meeting by delivering a value statement of the retirement planning service offered and again recommends that client proceed to do that retirement review also. Ask if they have any questions from the first retirement planning discussion and answer (briefly) the questions you can answer.

2-4) To begin the retirement conversation about the clients retirement planning, financial assets and their feeling, attitudes and goals, you want to describe the process and perhaps expected time for that. You want to connect with the benefits your estate planning work is delivering, protection of client and family financial assets and incomes when a death or disability occurs. "For a number of good reasons, financial protection should not wait until there is a death or disability. That's the primary reason we also want to help our clients with their retirement planning. When retired or retiring in a few years, a full-time income is no longer available to help make up investment or other financial losses.

2-5) Your retirement financial plans should be evaluated for what protection you need or can help you. Managing assets in retirement, especially for retirement income and distribution, is nothing like managing a retirement portfolio for accumulation alone. Some or more of your assets now accumulated for retirement and retirement income should probably have more protection against losses and other things than they do now. If there is a way today to get you the income dollar amount that you need in retirement, why would you not protect at least that amount from loss?

2-6) In addition to learning what the client has, you especially want to learn what the client thinks and how the client feels about the important retirement planning questions—risk, opportunity, safety of principal, longevity, health and its care, lifestyle, fun, family, dreams, etc.

2-7) Ask your questions and ask follow-up questions. Ask some open-ended questions; ask how they feel or what they think about certain things, like risk, losing money, running out of money, leaving something for children and grandchildren. Ask "why is that?" a few times when appropriate. Take good notes too.

SECOND Appointment - continued

2-8) Very importantly, your question-and-answer conversation is also meant to find out what the client has done in the past, what has been their experience with investments, insurance, and retirement planning experience. You want to understand what they think has worked well and what has not worked, what mistakes have been made. You want to learn about the professionals that they worked with in the past, e.g. brokers, planners, agents, etc.? It is okay to ask about how they feel about any current financial professional relationship they have. You can ask critical, even mildly disturbing questions.

2-9) As you end the question conversation, you want to say thank you. You want to give the client a sincere compliment—if possible—about what they have done to this point in their lives. You want to describe what you will do with their confidential information. You can describe what the next appointment will be like, that you may have one or several recommendations.

2-10) The Client is asked to schedule their next appointment, when first they will sign their estate planning documents AND when they will be presented the retirement planning issues for specific solutions.

2-11) Note that at the Third Appointment you will be discussing what you see would be good for the client—addressing and solving any current problems, improving any present savings or behavior issues, changing where place money is positioned now, discussing some ongoing retirement strategy, creating future sources of guaranteed lifetime income. Before the next appointment, you or one of your staff may call with a few more questions, if that would be alright.

THIRD Appointment

3-1) This appointment should be about a week after the second session. Purposes of this meeting are two-fold. First, this is the signing of the estate plan documents and second is the action stage of the retirement planning relationship, where you present issues discovered and the solutions to be considered. Presumably that conversation has a review of the goals this new estate planning legal work is expected to achieve.

3-2) Upon signing of estate plan documents and delivering that package to the client, you transition to the retirement planning discussion. Presumably that conversation includes a brief summary of any remaining tasks to be completed, such as title or beneficiary changes. You always thank the clients. If you are moving to another room or place, you do that now.

3-3) You review the retirement planning work done to date. You remind client your recommendations are for their consideration and decision and that they should feel free to ask questions.

3-4) You review the major points of the retirement planning fact gathering from the prior meeting. What do they have, what do they want, what are their concerns, how do they feel about retirement and financial security, etc. Are there any more things the client wants to share or change since the prior appointment? Any further thoughts or questions about this process?

3-5) You describe your concerns about their retirement planning as it is. Do they have too much risk? Or too much money in cash? All in a TDF?

What is their estimated monthly income in retirement and what is their estimated monthly retirement income need? What do you do about a gap? (We all have a gap.)

Confirm these things as you go. Feel free to suggest any current advisor is aware of these gaps or shortcomings or failure, as they are. How could they not be?

Make the point again that retirement savings accumulation is very different (and very easy) compared to retirement income delivery from an asset and income portfolio. Maybe retirement accumulation planning is like seeing your primary care physician and retirement income distribution planning is like seeing a cardiac specialist? One will keep his or her eye on you over the years and the other will keep you alive when you need his or her help. Retirement income you cannot outlive needs the help of a “cardiologist.”

THIRD Appointment - continued

3-6) You really want to get client confirmation that there are two or three things most important to work on addressing now. You repeat what those couple three things are. For example, they have too much stock market risk, they have no plan to add guaranteed lifetime income during their retirement beyond their Social Security, and they are paying income taxes on bond and or CD interest that they could defer in a tax-deferred vehicle. One item may be that they are not saving for retirement the right way, e.g. IRA, Roth, SEP, 401k, IXUL, etc. It is perhaps a good idea to prioritize your issues, especially if you will be solving them one at a time. You do want the client to agree that these things are their issues and would be good to address, as soon as possible.

3-7) You want to present your recommended solutions to the client for the identified problems. You are laying out your action plan, the solution for each problem to be solved. What is the solution? Why is that the recommended solution? How does that work? Is there a When or How Much to be discussed too?

3-8) You will get questions and you will get objections. This is quite normal. It means they do not understand. An objection is not a refusal; it is a question in another form. You get a chance to hear the objection, acknowledge that you heard it and understand it, and share that you have other clients who have said the nearly the exact same things. You can say that there are good things and not-so-good things about any financial product or solution. Perhaps they will agree with you that they are okay changing their mind if they gain new information and recognize how something will work to their benefit?

3-9) Perhaps proposed solutions can be simplified as follows?

A) Put 25% of your financial assets, especially retirement assets, into an index annuity with a lifetime income guarantee. This increases principal protection, retirement income payment amounts, and your lifetime income success probability. Think 401K in-service withdrawal or rollover, IRA rollover, and variable annuity rollover.

B) Put 50% of your non-qualified CD and Bond money into an index annuity. Use a favorite risk-control index, for higher return and a more stable return. Full principal protection and interest is tax-deferred.

C) Put 25% of funds you have earmarked for children and other beneficiaries into a life insurance or annuity product with a guaranteed death benefit.

D) Evaluate your Long-term care risk and put \$50,000 or \$100,000 if possible into an LTC or LTC hybrid product, (or an index annuity with LTC income doubler, if health issues)

E) Offer to evaluate existing life insurance policies owned. Offer to evaluate current life insurance need. Highlight how life insurance has improved over the years and products are the best they have ever been.

F) Offer to evaluate existing annuity contracts owned, qualified and non-qualified. This would begin with a copy of their last statement.

FOLLOWING APPOINTMENTS

4-1) Next and subsequent appointments are similar to the Third Appointment. They will be a discussion of a remaining issue, a review of prioritized remaining issues, the delivery of documents from any prior sales, and the discussion and document work to solve the next issue on the list.