



TRANSFORMING YOUR PRACTICE

DAY 2



TRANSFORMING YOUR PRACTICE

1. *Right Fit Team Members*
2. *Avatar & Niche*
3. *Selling Trust Administration Services*
4. *Client Care*
5. *Providing Value to Clients Through Technology*
6. *Focus Not Frustrated*



**PRACTICE
XCELERATOR™**
LIVE SPECIAL EVENTS

WORKSHOP NOTES

NAME:

RIGHT FIT TEAM MEMBERS

1	2	3
ACTION PLAN	ACTION PLAN	ACTION PLAN

AVATAR & NICHE

1	2	3
ACTION PLAN	ACTION PLAN	ACTION PLAN

SELLING TRUST ADMINISTRATION SERVICES

1	2	3
ACTION PLAN	ACTION PLAN	ACTION PLAN

CLIENT CARE

1	2	3
ACTION PLAN	ACTION PLAN	ACTION PLAN



DEVELOPING NEW PROFICIENCIES

DEFINING MOTIVATION

BUILDING SUPPORT TEAM

SYSTEMIZING CLIENT VALUE

PACKAGING YOUR WISDOM

MANAGING PRACTICE

INCREASING CAPABILITIES

TAKEAWAYS

KNOWLEDGE BASE

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MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
GOALS:	GOALS:	GOALS:	GOALS:	GOALS:
PLAN:	PLAN:	PLAN:	PLAN:	PLAN:
WHO CAN HELP:	WHO CAN HELP:	WHO CAN HELP:	WHO CAN HELP:	WHO CAN HELP:

TO-DO LIST

1	_____	8	_____
2	_____	9	_____
3	_____	10	_____
4	_____	11	_____
5	_____	12	_____
6	_____	13	_____
7	_____	14	_____

WHAT MUST YOU ACCOMPLISH FOR THIS WEEK TO FEEL LIKE A SUCCESS?

Project	
Today's Date	Due Date
Goal What is it that you wish to accomplish?	
Importance What's the impact this will make?	
Who Who do we need to involve?	
How Cialdini's Principles of Persuasion Apply	Which Principles Apply to this Project & Why?
Reciprocity:	Consistency:
Social Proof:	Liking:
Authority:	Scarcity:
Ideal Outcome	
Consequence of Inaction	



DEVELOPING NEW PROFICIENCIES

DEFINING MOTIVATION

BUILDING SUPPORT TEAM

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PACKAGING YOUR WISDOM

MANAGING PRACTICE

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PLAN:	PLAN:	PLAN:	PLAN:	PLAN:
WHO CAN HELP:	WHO CAN HELP:	WHO CAN HELP:	WHO CAN HELP:	WHO CAN HELP:

TO-DO LIST

1	_____	8	_____
2	_____	9	_____
3	_____	10	_____
4	_____	11	_____
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Project	
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How Cialdini's Principles of Persuasion Apply	Which Principles Apply to this Project & Why?
Reciprocity:	Consistency:
Social Proof:	Liking:
Authority:	Scarcity:
Ideal Outcome	
Consequence of Inaction	

FRONT STAGE ACTION ITEMS



PROJECTS	WHO?	BY WHEN?
1.		
2.		
3.		
NOTES		

BACK STAGE ACTION ITEMS



PROJECTS	WHO?	BY WHEN?
1.		
2.		
3.		
NOTES		

TEAM ACTION ITEMS



PROJECTS	WHO?	BY WHEN?
1.		
2.		
3.		

NOTES

MARKETING ACTION ITEMS



PROJECTS	WHO?	BY WHEN?
1.		
2.		
3.		
NOTES		

TECHNOLOGY ACTION ITEMS



PROJECTS	WHO?	BY WHEN?
1.		
2.		
3.		
NOTES		

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FORT MYERS, FL 33919

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NAME:
DATE:

30 DAYS				✓	
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13				✓	
14					
15					
60 DAYS		✓	90 DAYS		✓
1			1		
2		✓	2		
3			3		
4			4		
5			5		
6			6		
7			7		
8			8		
9			9		
10			10		

NAME:
DATE:

	POSITION:	COMPLETED BY:
3X3X3	LOCK DOWN THESE:	PREPARE FOR:
DAYS		
WEEKS		
MONTHS		
3 YEARS FROM TODAY, WHAT DOES THIS POSITION LOOK LIKE?		

NAME:
DATE:

	POSITION:	COMPLETED BY:
3X3X3	LOCK DOWN THESE:	PREPARE FOR:
DAYS		
WEEKS		
MONTHS		
3 YEARS FROM TODAY, WHAT DOES THIS POSITION LOOK LIKE?		

NAME: THE FREEDOM PRACTICE

DATE: 5/20/22

	POSITION:	COMPLETED BY:
3X3X3	LOCK DOWN THESE:	PREPARE FOR:
DAYS	<ol style="list-style-type: none"> 1. CURO FAMILIARITY 2. TRELLO BOARD FAMILIARITY 3. TEAMS CHANNELS 4. ASSET IDENTIFICATION 5. CALENDAR CODING 	<ol style="list-style-type: none"> 1. LOADING ASSETS PROPERLY INTO DATABASE 2. FAMILIARITY WITH ASSET ALIGNMENT WORKSHEET 3. FAMILIARITY WITH ASSET ALIGNMENT EMAIL 4. FAMILIARITY WITH WDATS 5. SITTING IN ON ASSET ALIGNMENT MEETINGS WITH OTHER FUNDER'S CLIENTS 6. FAMILIARITY WITH SCANNING ATTORNEY CALENDARS FOR UPCOMING SIGNINGS
WEEKS	<ol style="list-style-type: none"> 1. ABILITY TO SYNTHESIZE ASSET INFORMATION AND LOAD ONTO WDATS 2. INDEPENDENT ABILITY TO IDENTIFY WHAT IS NEEDED TO COMPLETE AN ASSET ALIGNMENT FILE IN TIME FOR SIGNING (CLARIFICATION, FORMS, ETC.) 	<ol style="list-style-type: none"> 1. SCHEDULING AND CONDUCTING YOUR OWN ASSET ALIGNMENT MEETINGS WITH CLIENTS 2. IDENTIFY BENEFICIARY DESIGNATION PROVISIONS WITHIN RLT 3. PREPARING BENEFICIARY DESIGNATIONS INDEPENDENTLY 4. LOADING YOUR OWN FILES ONTO WDATS
MONTHS	<ol style="list-style-type: none"> 1. ASSET ALIGNMENT IS DONE COMPLETELY, INDEPENDENTLY, WITH MINIMAL ASSISTANCE 	<ol style="list-style-type: none"> 1. REVIEWING OLDER FUNDER FILES FOR COMPLETION AND FOLLOW UPS

3 YEARS FROM TODAY, WHAT DOES THIS POSITION LOOK LIKE?

You are the lead Asset Alignment Coordinator. You have improved the processes already in place with your own contributions. Clients feel we have provided outstanding Asset Alignment service with you as their coordinator.

TEAMWORK
KNOWLEDGE BASE

NAME: THE FREEDOM PRACTICE

DATE: 5/20/22

	POSITION:	COMPLETED BY:
3X3X3	LOCK DOWN THESE:	PREPARE FOR:
DAYS	<ol style="list-style-type: none"> 1. CRM FAMILIARITY 2. WATCH DRAFTING TRAINING VIDEOS 3. TRELLO BOARD / FLOW OF EP PROCESS (I.E INITIAL MEETING, DESIGN APPOINTMENT, AND FINAL SIGNING) 4. TEAMS CHANNELS 5. PRINTING DOCUMENTS FOR BOTH DRAFT AND FINAL AND CREATING PDFS. 6. CURO SAVING DOCUMENTS UNDER THE APPROPRIATE DESCRIPTION AND CODE. 	<ol style="list-style-type: none"> 1. CURO INTRICACIES 2. MULTIPLE PROGRAMS WITH DIFFERENT PURPOSES
WEEKS	<ol style="list-style-type: none"> 1. UNDERSTANDING FOR OTTER DIRECTION FROM LEAD ATTY ON FILE AS WELL AS CURO NOTES AND EMAILS. 2. COMFORTABLE REACHING OUT TO CLIENTS WITH MISSING INFORMATION. 3. ABLE TO COMPLETE WILL AND TRUST SCENARIOS AND MAKE POST-ASSEMBLY CHANGES TO DOCUMENTS. 4. UNDERSTANDING OF EACH DOCUMENT AND ITS PURPOSE. 	<ol style="list-style-type: none"> 1. DIFFERENCES IN ATTORNEYS' APPROACH FOR NOTE-TAKING AND DICTATIONS.
MONTHS	<ol style="list-style-type: none"> 1. ASSET DRAFTING IRA TRUSTS. 2. ABLE TO MAKE POST-ASSEMBLY CHANGES TO ADVANCED PLANNING DOCUMENTS. 3. UNDERSTANDING OF SCHEDULING PROCESS. ALIGNMENT IS DONE COMPLETELY, INDEPENDENTLY, WITH MINIMAL ASSISTANCE 	<ol style="list-style-type: none"> 1. REVIEWING OLDER DRAFTING FILES FOR COMPLETION AND FOLLOW UPS

3 YEARS FROM TODAY, WHAT DOES THIS POSITION LOOK LIKE?

You have complete control over the flow of your files. You are the Lead Expediter/Organizer in Drafting in terms of New EP files. You have improved the process in place for Drafts/ Signings and Final Review of EP Files

TEAMWORK
KNOWLEDGE BASE

NAME: THE FREEDOM PRACTICE

DATE: 5/20/22

	POSITION:	COMPLETED BY:
3X3X3	LOCK DOWN THESE:	PREPARE FOR:
DAYS	<ol style="list-style-type: none"> 1. ORGANIZE FILES BY DATE AND URGENCY IN OFFICE; 2. UPDATE TRELLO TO INCLUDE ALL FILES AND WHERE IN THE PROCESS THEY ARE; 3. PRIORITIZE THOSE BINDERS THAT NEED TO BE COMPLETED NOW; 4. PROVIDE STATUS TO TEAM MEMBERS/ SUPERVISOR; 5. REACHED OUT TO THOSE CLIENTS WHO'S BINDERS ARE AWAITING BINDER PRESENTATION OR MAILING; 6. ALL ORIGINALS TO BE MAINTAINED BY OUR OFFICE HAVE BEEN GIVEN TO THE RECEPTIONIST TO BE PROCESSED IMMEDIATELY AFTER BINDER IS REVIEWED 	<ol style="list-style-type: none"> 1. ADDITION OF NEW FILES; 2. ADDITIONAL TASKS TO HELP OTHER TEAM MEMBERS; 3. ABILITY TO PROVIDE A CLEAR UPDATE OF FILES WHEN ASKED; AND 4. KEEP IN MIND THE PORTAL ALWAYS NEEDS TO BE UPDATED TO INCLUDE ANY CHANGES OR UPDATES A CLIENT HAS MADE TO THEIR ESTATE PLANNING.
WEEKS	<ol style="list-style-type: none"> 1. THE PRIORITY FILES SHOULD HAVE BEEN COMPLETED AND CALLS MADE TO CLIENTS TO SCHEDULE BINDER PRESENTATIONS OR MAILED; 2. FILES THAT WERE NOT A PRIORITY SHOULD BE MOVING THROUGH THE PROCESS TO COMPLETION; 3. AS NEW FILES ARE BEING RECEIVED, THEY ARE BEING ADDED TO THE ONGOING SPREADSHEET AND ANY PRIORITY FILES ARE TAKEN INTO ACCOUNT; AND 4. GET A HANDLE ON ALL BINDERS UPSTAIRS. WHICH BINDERS ARE WE TO KEEP AND UP WITH TO SCHEDULE A BINDER PRESENTATION OR MAIL THE BINDER. 	<ol style="list-style-type: none"> 1. THINK ABOUT HOW WE CAN BETTER SERVE OUR CLIENTS AND OR THEIR FAMILY (WHETHER IT BE THROUGH PORTAL CAPABILITY OR GETTING THE BINDER PHYSICALLY IN THEIR HANDS QUICKER).
MONTHS	<ol style="list-style-type: none"> 1. PRIORITY FILES HAVE BEEN CLOSED; 2. YOU ARE UP TO DATE (W/IN 2 WEEKS) OF ALL FILES TO BE PROCESSED; AND 3. YOU ARE ABLE CONTRIBUTE WAYS OF BETTERING THE BINDER PROCESS. 	<ol style="list-style-type: none"> 1. HOW CAN YOU HELP OUT TEAM MEMBERS AND POTENTIALLY TAKE ON ADDITIONAL RESPONSIBILITIES IN THE OFFICE. MAIN THOUGHT: YOU ONLY WANT TO THINK "HOW CAN I MAKE MYSELF AN INVALUABLE TEAM MEMBER AND IMPROVE THE PROCESSES IN PLACE?". BRAINSTORM WITH OTHER TEAM MEMBERS TO EMPLOY THEIR UNIQUE TALENTS IN YOUR WORLD.

3 YEARS FROM TODAY, WHAT DOES THIS POSITION LOOK LIKE?

YOU ARE A VALUABLE TEAM MEMBER WHO HAS IMPROVED THE BINDER PROCESS TO ENSURE THE LAST TOUCH TO OUR CLIENTS LEAVES THEM FEELING CONFIDENT IN OUR BOOKEND PROCESS.

NAME: THE FREEDOM PRACTICE

DATE: 5/20/22

	POSITION:	COMPLETED BY:
3X3X3	LOCK DOWN THESE:	PREPARE FOR:
DAYS	<ol style="list-style-type: none"> 1. FAMILIAR WITH CURO365 & MARKETING/TECH SPECIFIC MATTERS 2. DEMONSTRATE PROFICIENCY WITH GENERAL COMPUTER TROUBLESHOOTING 3. HAVE WORKSTATION CONFIGURED FOR OPTIMAL USE GOING FORWARD 4. USE TRELLO & TEAMS WITH BASE PROFICIENCY 5. BECOME FAMILIAR WITH BOTH OF OUR FLAGSHIP SITES, HOW THEY ARE STRUCTURED & HOW THEIR THEME FILES GENERALLY WORK 6. ADJUST & EDIT WEBSITES ON WORDPRESS PER INSTRUCTIONS 	<ol style="list-style-type: none"> 1. FAMILIARIZATION WITH FELP & ESP SYSTEMS & THEIR ASSETS (DIGITAL FILES, PROCESSES & WHO DOES WHAT) 2. FAMILIARIZATION WITH THE FREEDOM PRACTICE & ITS OVERARCHING CONCEPTS & PURPOSE 3. HOW CRH & MBH LIKE TO WORK & HOW YOU CAN BEST AUGMENT YOURSELF (AS WELL AS THE ENTIRE TECH TEAM & H GROUP TEAM) WITHIN THEIR EXISTING PREFERENCES
WEEKS	<ol style="list-style-type: none"> 1. COMPLETE START TO FINISH WEBSITE EDITS & ADJUSTMENTS 2. KNOW TRELLO & CURO WELL ENOUGH TO START SETTING THEM UP FOR OTHERS 3. BE ACQUAINTED WITH THE IDEAS OF ZAPIER & CURO 4. KNOW THE CULTURE OF THE FIRM & HOW IT FUNCTIONS 5. KNOW THE STRUCTURE OF FELP & ESP FROM A TECHNOLOGY STANDPOINT 	<ol style="list-style-type: none"> 1. COMPLETE TAKEOVER OF WEB OUTSOURCING PROJECTS FROM A BACKSTAGE STANDPOINT 2. TAKING MORE OF A LEADING ROLE IN THE FRONT END OF OUTSOURCED PROJECTS 3. DEVELOP FRONT & BACK STAGE PROCESSES FOR THE TECH OUTSOURCING PROCESS
MONTHS	<ol style="list-style-type: none"> 1. HAVE COMPLETE FRONT & BACK STAGE CONTROL OVER 90% OF TECHNOLOGY OUTSOURCING PROJECTS 2. KNOW HOW TO SET UP & DUPLICATE ZAPS 3. KNOW HOW TO SET UP BASIC MAILCHIMP CAMPAIGNS 4. KNOW THE INNER WORKINGS OF FELP & ESP FROM A TECHNOLOGICAL STANDPOINT 5. DEVELOP A STREAMLINED OUTSOURCING PROCESS (FRONT & BACK STAGE) THAT WORKS FOR YOU & OUR MEMBERS 	<ol style="list-style-type: none"> 1. INVOLVEMENT IN ADVANCED PLANNING & LOGISTICS MEETINGS 2. FURTHER DEVELOPING A BROAD UNDERSTANDING OF THE MARKET & DEMOGRAPHICS OF BOTH THE FIRM & FREEDOM PRACTICE 3. INTEGRATION OF MARKETING & THOUGHT CONCEPTS INTO THE DAY TO DAY OPERATIONS OF YOUR WORK 4. CREATIVE DEVELOPMENT & IDEA GENERATION

3 YEARS FROM TODAY, WHAT DOES THIS POSITION LOOK LIKE?

IDEALLY, THIS ROLE WILL TURN INTO A SUPERVISORY ROLE OVER ANOTHER POTENTIAL TEAM MEMBER, AS WE LOOK TO EXPAND AND GROW OUR MARKETING TECHNOLOGY DEPARTMENT. THIS POSITION WOULD FREE UP MARKETING TEAM LEADERS TO DO MORE TO INCREASE REVENUES VIA OUTSOURCED WORK TO OTHER FIRMS.

TEAMWORK
KNOWLEDGE BASE

NAME: THE FREEDOM PRACTICE

DATE: 5/20/22

POSITION:	COMPLETED BY:
3X3X3	LOCK DOWN THESE:
DAYS	<ol style="list-style-type: none"> 1. NAVIGATE THE OFFICE 2. RECOGNIZE DYNAMICS OF FIRM/HERSCH GROUP 3. CONFIRM APPOINTMENTS 4. SCANNING/SAVING DOCUMENTS TO CURO 5. BASIC CURO SKILLS 6. INTERPRET HG CALENDAR 7. RECOGNIZE APPROPRIATE APPOINTMENT TIMES/LENGTH - OC/TC/SIGNINGS/ BUFFER DAYS 8. UTILIZE TEAMS 9. CREATE TRELLO CARDS
WEEKS	<ol style="list-style-type: none"> 1. LOCATE AND PULL FILES 2. SEND COMPLIMENTARY BOOKS 3. UPDATING CONTACT INFORMATION IN ALL SYSTEMS 4. CONDUCT INITIAL CLIENT FOLLOW-UP CALLS 5. ASSEMBLE INITIAL CLIENT PACKAGE MATERIALS 6. TAKE INCOMING CALLS AND ROUTE TO THE APPROPRIATE PARTY 7. INCREASED KNOWLEDGE OF CURO - RESEARCH ALL TABS 8. INITIAL CLIENT CALL - SEND INITIAL CLIENT PACKAGE AND EMAIL 9. SCHEDULE ALL TYPES OF APPOINTMENTS - RECOGNIZE APPROPRIATE DAYS/TIMES/THOSE SCHEDULED 10. FAMILIAR WITH FIRM COMMUNICATION BUILDER 11. TAKE RESERVATIONS FOR UPCOMING EVENTS 12. BEGIN CLOSING FILES
MONTHS	<ol style="list-style-type: none"> 1. KNOWLEDGE OF ESTATE PLANNING DOCUMENTS 2. CLIENT CARE (AMP) ENROLLMENT/CANCELLATION 3. EVENT/SEMINAR FOLLOW-UP 4. INTRODUCTION TO ESP 5. SEND DOCUMENT REQUESTS 6. EFFECTIVELY NAVIGATE CURO 7. PROVIDE COVERAGE IN SENIOR INTAKE COORDINATOR'S ABSENCE
3 YEARS FROM TODAY, WHAT DOES THIS POSITION LOOK LIKE?	

NAME:

DATE:

1 PERFORMANCE

ALERT	
CURIOUS	
RESPONSIVE	
RESOURCEFUL	

2 RESULTS-MINDED

FASTER	
EASIER	
CHEAPER	
BIGGER	

3 BEING A SUPERSTAR

4 FRUSTRATION POINTS

**TEAMWORK
KNOWLEDGE BASE**

NAME:

DATE:

1 PERFORMANCE

ALERT	
CURIOUS	
RESPONSIVE	
RESOURCEFUL	

2 RESULTS-MINDED

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3 BEING A SUPERSTAR

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**TEAMWORK
KNOWLEDGE BASE**

NAME: THE FREEDOM PRACTICE **DATE:** 5/20/22

1 PERFORMANCE

ALERT	ALWAYS BE AHEAD OF THE CURVE IN TERMS OF SDT CALENDAR
CURIOS	LOOK FOR WAYS TO MAKE ASSET ALIGNMENT MORE EFFICIENT - THINK AHEAD OF WHAT YOU MIGHT NEED
RESPONSIVE	SUNSET RULE IN TERMS OF RESPONSIVENESS TO CLIENTS. CLOSE THE CIRCLE IN TERMS OF ANY REQUEST FROM ATTY'S
RESOURCEFUL	BEFORE ASKING INVESTIGATE AS MUCH AS POSSIBLE SO THAT YOUR QUESTIONS ARE CLEAR AND TO THE POINT. *CHECK COMMUNICATION BUILDER ON HOW PEOPLE WANT TO BE COMMUNICATED WITH

2 RESULTS-MINDED

FASTER	UNDERSTANDS TURNOVER MEANS GREATER PROFITS DOESN'T PROCRASTINATE
EASIER	RECOMMENDS SHORTCUTS UNDERSTANDS SOFTWARE TEAM, NOT INDIVIDUAL
CHEAPER	FINDS INEXPENSIVE SOLUTIONS SUGGESTS BETTER WAYS OF DOING THINGS
BIGGER	INTUITIVELY KNOWS LARGER FILES ARE IMPORTANT KNOWS THAT RESULTS > TIME/ EFFORT

ACCURACY	COVERING ASSET ALIGNMENT WITH AS MUCH ACCURACY AS POSSIBLE AS TO DIMINISH HAVING TO RE-DO YOUR WORK
CALENDAR	STEADY REVIEW OF THE SDT CALENDAR AS TO AVOID "SURPRISES"
SELF-STARTER	DON'T WAIT TO BE TOLD TO BEGIN YOUR PORTION OF THE PROCESS. TAKE INITIATIVE
EXUDING CONFIDENCE	MAKING THOSE ON YOUR TEAM FEEL YOU "HAVE GOT THIS"

ASKING QUESTIONS WITHOUT INVESTIGATION	INVESTIGATE AS MUCH AS POSSIBLE BEFORE ASKING
LACK OF TEAM MENTALITY	ALWAYS LOOK FOR WAYS TO PROVIDE VALUE EVEN IF IT IS "NOT YOUR JOB"
LAZINESS	IN TERMS OF EFFORT. IN TERMS OF YOUR WORK PRODUCT
DISTRACTING OTHER TEAM MEMBERS	ALLOWING YOURSELF TO BE DISTRACTED

3 BEING A SUPERSTAR

4 FRUSTRATION POINTS

NAME: THE FREEDOM PRACTICE **DATE:** 5/20/22

1 PERFORMANCE

ALERT	REVIEWS ORGANIZER & NOTES ATTENTION TO DRAFTING CHECKLIST NAMES, ADDRESSES, DOB CORRECT
CURIOS	ASKS QUESTIONS FOR CLARITY REQUESTS DETAIL NOT PROVIDED QUESTIONS INCONSISTENCIES
RESPONSIVE	PRIORITIZES SCHEDULES RETURNS CLIENT CALLS
RESOURCEFUL	REQUESTS PRIORITY INSTRUCTION WILL CALL CLIENT FOR OPEN POINTS LOOKS UP KEY PROVISIONS

2 RESULTS-MINDED

FASTER	UNDERSTANDS TURNOVER MEANS GREATER PROFITS DOESN'T PROCRASTINATE
EASIER	RECOMMENDS SHORTCUTS UNDERSTANDS SOFTWARE TEAM, NOT INDIVIDUAL
CHEAPER	FINDS INEXPENSIVE SOLUTIONS SUGGESTS BETTER WAYS OF DOING THINGS
BIGGER	INTUITIVELY KNOWS LARGER FILES ARE IMPORTANT KNOWS THAT RESULTS > TIME/ EFFORT

TO CLIENTS	SUPPORTIVE RESPONSIVE INQUISITIVE
TO TEAM	TEAMWORK, NOT RUGGED INDIVIDUALISM PLAYS WELL WITH OTHERS "NOT MY JOB" DOESN'T EXIST
TO ATTORNEY	SUPPORTIVE RESPONSIVE INQUISITIVE
INTANGIBLES	STEPS IN TO HELP/ASSIST EXHIBITS GRATITUDE FITS IN/SENSE OF HUMOR

TIME/EFFORT	CLOCK WATCHER WHO PACKS UP AT 4:55/TAKES EVERY ADVANTAGE
COMMUNICATION	INTERRUPTS WHEN INAPPROPRIATE DOESN'T USE TEAM COMMUNICATOR APPEARS ANNOYED AT CLIENT REQUESTS
PRIORITIZATION	DOESN'T UNDERSTAND PRIORITIES/ TAKES IT UPON SELF TO PRIORITIZE SQUEAKY WHEEL CLIENTS
ME FIRST	ME FIRST ATTITUDE TO DETRIMENT OF TEAM

3 BEING A SUPERSTAR

4 FRUSTRATION POINTS

NAME: THE FREEDOM PRACTICE **DATE:** 5/20/22

1 PERFORMANCE

ALERT	UP TO DATE ON ALL ASSIGNED FILES, NOT MISSING COURT DEADLINES & ALWAYS MOVING FILES ALONG
CURIOS	ANTICIPATING ISSUES/REQUESTS & HELPING TO GET OUT IN FRONT OF THEM
RESPONSIVE	RESPONDING TO CLIENTS' QUESTIONS & KEEPING THEM UP TO DATE ON PROGRESS
RESOURCEFUL	RESEARCH & WORK THROUGH QUESTIONS WITH EACH OTHER BEFORE ASKING HED

2 RESULTS-MINDED

FASTER	KNOWING THE CORRECT FORMS/ LETTERS AND BEING ABLE TO QUICKLY ADAPT THEM TO THE FILE
EASIER	RECOGNIZING PATTERS IN THE FILES TO ASSIST WITH FORMS NEEDED & "WHAT'S NEXT"
CHEAPER	LESS TIME SPENT PER FILE/NOT SPINNING WHEELS OR WAITING FOR INSTRUCTION
BIGGER	OPENING UP TIME FOR PROBATE/ TRUST ADMINISTRATION THAT'S NOT ORGANIC (WE DIDN'T PREPARE DOCS)

ACCURACY	TAKES UP MANTLE OF FIRST CLIENT CONTACT & ALWAYS DOES A GOOD JOB OF ONLY ELEVATING APPROPRIATE ISSUES TO HED
CALENDAR	PROVIDES HED WITH UPDATES ON FILE RATHER THAN BEING PROMPTED FOR THEM
SELF-STARTER	DOCUMENTS PREPARED WITH MINIMAL ERRORS & LEARNS FROM PAST MISTAKES WITH GOOD LEAD TIME
EXUDING CONFIDENCE	PRIORITIZES ON THEIR OWN & KEEPS THEIR ASSIGNED FILES MOVING FORWARD

ASKING QUESTIONS WITHOUT INVESTIGATION	DON'T INTERRUPT FOR INSTRUCTION, COMPOSE A LIST AND COME BACK OR SCHEDULE MEETINGS
LACK OF TEAM MENTALITY	YOU SHOULD OWN YOUR FILE & ONLY ASK FOR ASSISTANCE ON COMPLICATED MATTERS
LAZINESS	HED SHOULD ONLY HAVE TO REVIEW A DOCUMENT ONCE TO ENSURE ACCURACY
DISTRACTING OTHER TEAM MEMBERS	WHEN THE FILE PASSING BETWEEN ESP, DRAFTING & FUNDING, YOU NEED TO OWN THAT FILE AND SEE IT THROUGH

3 BEING A SUPERSTAR

4 FRUSTRATION POINTS

NAME: THE FREEDOM PRACTICE **DATE:** 5/20/22

1 PERFORMANCE

ALERT	ON TOP OF PROJECTS & TASKS, CAN PRIORITIZE AND RESPOND TO CHANGING PRIORITIES QUICKLY
CURIOS	SEEKS TO UNDERSTAND HOW THINGS WORK AS FAR AS CULTURE & LOGISTICS GO
RESPONSIVE	PROMPT & OPEN TO COMMUNICATION. IS ABLE TO RESPOND TO REQUESTS & QUERIES IN A TIMELY FASHION
RESOURCEFUL	SEEKS TO IMPROVE NOT ONLY THEMSELVES, BUT HOW WE WORK BASED ON PROPOSED IDEAS, RESEARCH OR EXPERIENCE

2 RESULTS-MINDED

FASTER	COMPLETES TASK QUICKLY & EFFICIENTLY, FREEING UP TIME FOR HIGHER & BETTER USE FOR BOTH SELF & TEAM
EASIER	USES RESOURCEFULNESS TO INVESTIGATE & PROPOSE EASIER, STREAMLINED SOLUTIONS
CHEAPER	AGAIN USES RESOURCEFULNESS TO FIND SOLUTIONS THAT SAVE TIME & THEREFORE MONEY
BIGGER	SOLUTIONS & RESULTS CAN BE SCALED TO SELL TO OTHER ATTORNEYS OR TO CREATE LARGE-SCALE FIRM PROCESSES

SELF-STARTER	DOESN'T WAIT TO BE ASSIGNED WORK & TAKES IT UPON SELF TO CONTINUE NECESSARY PROJECTS
GROWTH MINDED	SEEKS TO GROW THEIR SKILLS AND ABILITIES TO NOT ONLY EXPAND INDIVIDUAL GROWTH, BUT ALSO THAT OF THE COMPANY
SYSTEM ORIENTED	IS ABLE TO NOT ONLY WORK WITHIN SYSTEMS & PROCESSES BUT ALSO CREATE & USE THEIR OWN
LEARNS FROM MISTAKES	MISTAKES ARE COMMON IN TECHNOLOGY, BUT THEY TAKE THE OPPORTUNITY TO LEARN & DEVELOP FROM IT

NOT COMMUNICATIVE	DOESN'T RELAY WHEN WORK IS COMPLETE OR REQUIRES ASSISTANCE TO COMPLETE
UNRELIABLE	KEEPS INCONSISTENT SCHEDULE & DOESN'T COMMUNICATE NEED FOR CHANGES
TOO TIMID	AFRAID TO SPEAK UP WHEN HAS QUESTIONS OR DOESN'T SPEAK UP WHEN THERE MAY BE AN EASIER OR BETTER WAY
UNGRACIOUS	ISN'T OVERLY BLUNT OR DISMISSIVE IN COMMUNICATION, DELIVERS OUR TOP NOTCH SERVICES WITH EXEMPLARY PROFESSIONALISM

3 BEING A SUPERSTAR

4 FRUSTRATION POINTS



ASSET ALIGNMENT

BACK STAGE PROCESS MANUAL

OPENING FUNDING PROCESS

NOTE: Funding cannot be started until there is a RLT Answer file in Hotdocs. We normally begin the preparation of funding documents once the client has made a signing appointment and once the drafting answer file has been generally completed.

Instructions Phase

- Check the attorneys' calendars for upcoming Trust signings (typically 2 weeks out);
- Open the client matter which has the upcoming appointment;
- Check the Drafting Checklist under the Checklist tab for notes;
- Obtain the Funding Instructions from Attorney preferably Attorney has given explicit direction for funding.

Printing Phase

Once you have printed the Funding Instructions; open the Client Organizer, you will need to print only the following pages:

- Client (and Spouse if applicable) Personal Information;
- Children -Grandchildren - Other Beneficiaries/Family Members;
- Advisors (ONLY if Advisors listed); and
- Real Property, Cash Accounts and Life Insurance Policies & Annuities.

If you have any questions about the Client Organizer you can look at the Conference Notes.

Assets Phase

Once you have printed the pages from the Client Organizer, you will need to go to the list of Assets.

- Review the statements provided against the Client Organizer to ensure you have a complete set of statements;
- Put a check next to the accounts listed on the organizer that we have statements for and make a list of all account statements still needed from the client;
- For each statement ensure that the account number and owner of the account are listed and the statement is current (the most recent or within approx. 6 months).

- Check to see if any other accounts are listed on the statement many institutions do a summary of all accounts;
- For Life Insurance policies you also need the current beneficiary and contingent beneficiary - perhaps no change is needed (a Long-Term Care plan may not have a beneficiary).

If the bank is a northern bank, ask the clients if they will be headed north and will have access to the account then provide them the packet at the end. If the client doesn't travel north - ask them if they have a representative that they normally work with. We need to call the bank and see if they will allow the trust to be listed as a POD/TOD beneficiary without requiring the client's signature. If this is also unattainable then we will need to send a letter to the client from the attorney advising as to what we have learned and the options available.

If the client provides a statement for an account that they are the custodian of and it is for the benefit of another (i.e. 529 account) it is not transferred to the trust. *Same if there is an account that has a name not pertaining to either the client or a spouse or a trustee of the trust you are funding.

If the client provides their most recent social security payment it has no effect on funding - save it.

- When reviewing the Real Property section: If the client has a mortgage on the property, we will need to obtain the name, loan number and contact information for the institution that holds the mortgage. Lender must grant permission to transfer property to trust;
- Most Deeds can be obtained online, therefore, check the county (i.e. leepa.org if the property is in Lee County) prior to requesting a copy of the deed from the client. Print the page for the property on leepa.org to document the Parcel ID Number (PIN) and to confirm Homestead status;
- Save the Deed from leepa.org into the Assets as "Warranty Deed - HMSTD - Joint/H/W" or if multiple properties include the address;
- If the client owns an LLC you have to ask them who holds the Corporate Kit/ Corporate Book and request a copy of their Operating Agreement;
- Go to sunbiz.org and save the screen verifying their interest in the LLC and the other members.

NOTE: You will need to fill out an Assignment form for their interest in the LLC; if another individual (i.e. attorney) keeps their Corporate Book then the Assignment will be mailed to them for inclusion in the corporate kit.

- Compile an on-going list of questions/requests for the client as well as Notes documenting if either the client or the attorney advise leaving an asset outside of trust;
- Begin to enter the asset information into WDATS (See WDATS section for procedure);
- Once all the asset information we have has been entered into WDATS, start to gather the forms necessary whether to help facilitate a transfer of the account or to update the beneficiary designation for the respective institutions. (NOTE: Prior to calling an institution or broker check the Time Matters library for any forms we may already have - ensure you are using up to date forms for the institution)
- Should the form library not have the forms or the forms are several years old, you can attempt to locate the forms online, if you are unable to find the forms online then contact the broker or institution to obtain same. You may come across some institutions/companies that will not release forms to our office even if we are only requesting blank forms. Add a note to your list of items to discuss with the client.
- Once the asset information has been entered into WDATS and you have obtained the forms available to you, contact the client to discuss any outstanding information or clarification needed whether it be social security numbers, dates of birth, asset statements not on file, or forms we are unable to obtain. If account statements are needed ask the client for the first page of the most recent statement that shows the account number and name. When you speak with the client, let them know that you will follow-up with an email of the information needed. All emails and phone calls with the client are documented at all times.

DOCUMENT ASSEMBLY

NOTE: If the clients have separate trusts, you will need to click "Add another" and repeat the below through ITEM 3. You can select import as you did before, just make sure to change the name of the trust and order of current trustees to match that of the second trust.

- **If there is a Retirement Plan Trust in addition to the RLT**
 - **The RPT is also a revocable living trust**
- **Also, if H and W have separate trusts add a Trust and change the name to the Wife's name. Use HRLT and WRLT.**

- Go to Asset Transfer Master Interview;
- Open Answer File. (NOTE: any recent files you've worked on will appear in the drop down);
- Find Client's RLT Answer File by starting to type in the Clients name (if husband and wife have separate RLT answer files, select husband's only);
- Attorney Information - make sure all information is correct and complete. If you need to change the information click "Select";
- Asset Transfer Coordinator - make sure your name is listed;
- Client Information - Make sure client info is correct (i.e. name is spelled correctly, have the SS#); add any information that is missing but pertinent; Mail to: needs to say Mr./Mrs. /Ms./Dr. (name) or Mr. and Mrs. with the husband's name; then click "Save Client Info";
- Spouse Information - Make sure client info is correct by following the same as process under (3)(a). Click "Save Client Info".
- Other Individuals - add any information that is needed and click save. Other individuals you may add includes those with acting roles in the trust - not beneficiaries or financial advisors

Entities

- If there is a business add the needed information and click save.

Trusts

- Answer RLT question by selecting YES;
- Click IMPORT link to import trust info;
- Short name - type "JTRLT" "HRLT" or "WRLT";
- Select type of trust if not already selected (i.e. Client's Individual Trust, Spouse's Individual Trust, Client and Spouse's Joint Trust);
The Date of Trust is the date of signing - THIS CAN CHANGE due to a client rescheduling or updating needed once the client meets with the attorney. A trust date is one of the most important facts of a trust so careful notice must be made as to when the trust is executed.
- Select State of Trust Admin (Florida) if not already selected;
- Enter clients SS# with the dashes. If it is a JT RLT then both SS#s need to be listed ("123-45-6789 or 987-65-4321"). If it is an individual trust list the SS# of the Grantor;
Use Default Format Trust Name select "No". Open the RLT in TM (under the RLT Tab) and copy the trust name from Section 1.01 from the document - changing "or other acting successors" to "or their successors in interest". Also add a comma after the date if needed;
- Mailing address - Mail to: needs to say Mr. and Mrs./Mr./Ms./Dr. (name). For a JT it would read "Mr. and Mrs. H's name";
- Copy from another address (a selection will be provided) select the correct address;
- Click save.
At this point save the file as "Last First Estate Planning - FUNDING". All you will have to do is take off RLT to the end and type "FUNDING". This will ensure that any other changes to the file are in the FUNDING file as opposed to the file that the Drafters use.

Institutions

- For common institutions where the client doesn't have a specific representative you can use the global address book and skip this step (i.e. Vanguard, Sanibel Captiva Bank, etc.)
- For all other institutions: Select Case Specific, Enter your first company in Display Name; enter Contact Name, phone (if available), address; then select all asset classifications that the client has at this institution. NOTE: Traditional IRA includes inherited IRAs and rollover IRAs; Qualified retirement plan includes Qualified Annuities; Non-qualified Retirement Plans are Roth annuities; Other Qualified Plan would be something like a Keogh or Pension.
- If there's more than one institution click "Add Another" and repeat process.
- If an institution has a different address for different types of assets then they must be listed as two separate institutions.

Assets

- Enter Asset Description - "Abbr. for Institution Type of Account Last 4 of Act # - H/W/JT"
- Asset Classification - i.e. Cash Account.
- Type of Account - i.e. Checking Account.
- Asset ID - type in the full Acct. # with any dashes or spaces as shown on the statement.
- If the client has another account of the same type at the same institution can put a comma and then list the second account number (i.e. "#123456, #123456") ONLY if the accounts are of the same type! You cannot combine Retirement accounts with Investment accounts
- For Computershare use a separate asset for each account even if they are the same type - they prefer separate letters and separate forms per account

Select Asset Details and complete the screen as follows:

- Valuation Date and Current value if available. If not available do not worry about it. NOTE: Life Insurance doesn't have a value.
- (ILIT's-Irrevocable Life Insurance Trusts are handled through a separate process).
- Institution - click the drop down and select the proper Institution. Note: if the Institutions are not saved they will not show up in the drop down menu under Assets. If you can't find the Institution when you get to Assets then make sure you have saved the Institution and the box for that type of Asset being entered for that Institution is checked.
- Acquisition Information - DO NOT COMPLETE

- Asset Ownership - choose from the drop down menu the current owner of the asset. If changing the beneficiary can select "None/Unknown" as the current beneficiaries
- Ownership Transfer Option - "Change of Ownership" if the asset is being transferred to the trust, "POD/TOD" if Pay on Death or Transfer on Death, or "Do Nothing".
- If Changing Ownership on Life Insurance and Non-Qualified plans click No if the owner and insured are the same person and Yes if the policy is owned by a spouse.
- Proposed Owner - choose the correct RLT
- For IRAs and possible LI - need to change the beneficiaries. The primary beneficiary is almost always the spouse. The contingent beneficiary varies based on the trust.
- If there is no continuing trust after the death of both settlors then list the beneficiaries as they appear in the trust as "Share One" "Share Two" etc.
- Confirm with the trust and in the attorney's written direction and add the language "outright and free of trust" if applicable after the share percentage
- If there are Retirement Plan Trusts; RPT's copy the language from the Master IRA Beneficiary Designation document in the IRA tab of the client's TM file (this is the RPT trust contingent share language)
- Use the Master Qualified BD for annuities or other retirement plans. This Master document is the Pertinent Pages that is sent with the letter of direction for funding.
- For every IRA/401k uncheck "Spousal Consent" in the forms at the bottom of the page. Signatory automatically populates
- Click finish. Can also click "Save Answers" as you go along.
- Select tracking notes, the date the letter is being prepared, and the preparer. Usually you want to date the letters of direction 2-3 days after signing for your assembling the packet going to the institution
- Click finish.

You will need to do this for each asset that the client has.

Liabilities - DO NOT WORRY ABOUT COMPLETING

Notary - DO NOT WORRY ABOUT COMPLETING

- Click finish and then open the file back up. This ensures that all of the changes have been saved before you move to document assembly.

Document Assembly

- Question 1: Assemble the asset transfer documents at this time? "YES"
- Transfer Letter Date is the date the letter will be mailed (the day of signing or 2-days out from the day of signing to give yourself time to mail it)
- Select all accounts you would like to assemble the asset transfer documents;
- Question 2: Reports - select the Transfer Status Report (IF you know there will be more assets to be entered, wait until they're entered to assemble the report)
- End of Interview - Click Finish
- Click Save.
- Save the Transfer Status Report under the "Worksheet" tab in TM as "Transfer Status Report".
- Print a copy of the Transfer Status Report and use this document to track the date that the Asset Transfer Letters were mailed and confirmed.

Letters of Direction

Once you have assembled the Letters of Instruction from WDATS they automatically open.

- Save the letters under the "Funding Docs" as "Asset Transfer Documents - Institution Name Type of Account and Last Four Digits of Account Number - Joint, Husband's Name or Wife's Name" (i.e. Asset Transfer Documents - SunTrust CA #1234 - Name).

NOTE: You can copy and paste the language from the first page of the generated letter if it was typed originally in this format.

Format and Manipulate Letters

- Check that the date is correct - it's the date you will be able to send out the letters after signing.
- Check that the letterhead logo is the latest letterhead version being used.
- If a specific person is named from an institution make sure that their name says Mr. or Mrs. in the address line, "Dear" line, and on the confirmation on the 3rd
- Hit enter so that "Funding Coordinator" goes under your name on the bottom of the first page.
- WDATS wants to insert in the header on page 2 (Word Document page 3) "Page 2 of 4", please open the headed and remove the page numbering.

- If a Medallion Guarantee block appears erase it.
- On the confirmation put your name above the return address.
- Check the spacing and formatting of the language to change the ownership or beneficiaries (sometimes there is an extra space or stray period).
- Print all letters
- Print the letter of direction and signature page on yellow bond
- Print the confirmation on regular computer paper

FINANCIAL INSTITUTION PACKETS

The packet that will be provided to each institution will include:

- Letter of Instruction executed by the client printed on yellow bond (usually 2 pages);
- Confirmation of Action printed on plain computer paper (usually 1 page);
- Any form required by the institution (none for checking account); and
- Pertinent pages of the trust (Article One, Successor Trustees article, Trustee Powers article and signature pages).

RPTs

- Need to include the Master IRA BD or Master Qualified BD with the letters. Make sure to fill in the date the client signed and save the file in TM in a separate document under Funding (leave the Master IRA BD in the IRA tab untouched for future use).

For All

- It may also be helpful to include the cover page for the statement so that it's on hand for the clients reference
- Place all funding documents prepared for the client in an orange folder and place with the EP file for review by the attorney while he is reviewing the trust with the client during signing appointment. If we are missing any statements from the client, create a Memo to inform them what documents we still need in order to complete funding of their trust

CLIENT SIGNING

- Be sure to review every Letter of Direction with the clients. Point out which statement the Letter of Direction pertains to and point out with each asset where it is being funded to SLOWLY; so that the client is perfectly clear of the Funding Process.

- Inform the client that we may not receive a Confirmation back from the Institution and that they possibly will see the change take place within their monthly statement. A time frame of 30-60 days is typically normal waiting time for a change to occur within an institution.

- It is helpful to remind the client that their assistance is sometimes helpful in the follow-up period to ensure the proper titling has occurred.

- Once clients have signed the letters of instruction, please save under the "Funding Docs" as "Final Asset Transfer Documents - Institution Name Type of Account and Last Four Digits of Account Number - Joint, Husband's Name or Wife's Name" (i.e. Final Asset Transfer Documents - SunTrust CA #1234 - Name)

- Make sure to indicate if it is a joint asset, Husband, or Wife, and Final along with the date of execution.

- If a Medallion signature Guarantee is needed for any forms then instruct them to bring the document back to the office after it is signed - we will scan it and mail it. Make sure the client knows not to mail the document after obtaining the Medallion.

Banks

- For local banks the client is advised to bring the packet into the local bank. Explain that the bank will most likely require them to sign a new signature card therefore it is helpful to go in person. Note if the client is taking any documents with them make sure they are scanned prior to them leaving.

- For northern banks, ask the client if they are heading north soon to bring the packet into the bank in person. If not, explain to the client that that the bank may not allow us to handle the transfer via mail (call the bank and ask if they can handle the transfer via mail). If the client is not going north and the bank does not allow the transfer to be completed through the mail, see if the bank will allow us to POD/TOD the trust without requiring additional signatures. NOTE: Ally Bank is an online bank only - mail the letter packet. USAA is also mailed.

- Prepare labels for the institutions.
- Use the label template from secretary folder.
- Copy the address form the Asset Transfer Document

- Use Times New Roman size 16 font, centered, with no spaces between the lines (single spacing and no spaces Before or After when on the paragraph formatting screen)
- Affix the labels to a first class envelope and place them in the Runners office for mailing.
- Record any deed executed as discussed below.
- Once you have received Confirmation of Actions from the various the institutions provide a copy to the client. Advise the client that the Confirmation of Action should be kept under the Assets tab of the estate planning binder.

CONFIRMATION OF ACTION FORMS

- Save all confirmations in TM under the "Funding Docs" as "Confirmation of Action for - Institution Name Type of Account and Last Four Digits of Account Number - Joint, Husband's Name or Wife's Name" (i.e. Confirmation of Action for SunTrust CA #1234 - Name). If you receive a copy of the client's statement title the document as "Confirmation Statement" as opposed to "Confirmation of Action"
- Check to make sure the trust name and trust date are stated correctly.
 - Send a copy of any confirmation we received directly to the client informing them that we received the confirmation, saved it in their file, and are providing a copy for their records.

If the client is the one that gave you the statement confirm that it has been added to their electronic file.

PREPARE DEEDS

General

- Locate the template Warranty Deed from forms library (used if the deed on record is either a Special Warranty Deed or a General Warranty Deed).
- For property held in a trust: Check to see if the Deed on Record has a reference to §689.073 (or §689.071 if the deed was recorded prior to 2013). If no statute is listed, check to see if the trust powers are included in the deed.
- Complete the Warranty Deed template:
- Change the attorney name at the top of the template.
- Date - Date of signing
- Grantor is exactly how the parties took title in the Deed on Record.

Grantor Exceptions

- If there's a death then change the H's name to include "unremarried widow" or the W's name to include "unremarried widower"
- If it's a homestead and the property was purchased by one spouse prior to marriage then include "H's name joined by wife, W's Name" or "W's name joined by husband, H's name"
- If the property is held in a trust the language "individually and as trustee" is inserted after each individual grantor name.

General Continued

Pay attention to any special instructions based on county.

Calculate the amount that will be charged to the client for the deed as follows.

- Once the Recording Fees are calculated email the amount to the Drafter for the client and save the email in TM. Also write the amount on a sticky note and place it on the Deed in the orange folder.
- Address of the property unless the client wants a different address
- Grantee: Take the exact language from the trust under Section 1.01. NOTE: if you copy and paste make sure the font is bolded in Times New Roman and font size 11 as in the deed.
- Legal Description - Take the language exactly as it appears from the deed on record.
- Taxes will be in the year that they're signing the deed.
- Parcel ID - STRAP number (NOT the Folio number)
- If it is not the Homestead of the client then add "NOT" into the Homestead language of the deed.
- If it's a married couple and it's not the homestead AND only one of the spouses was on the deed include: "The above described property is not the homestead of the grantor or his spouse."
- Copy the grantor language from the first paragraph and include it in the notary block. Change the date of the notary block to the date of signing.
- If it is joint parties change the notary language to "who are" and "who have"
- Make sure you have a signature line for each signor (copy and paste the signature line for another signor if needed).
- Print the deed on white bond paper.

- Check the legal description by having one person read the deed on record out loud and the other follow on the new deed. This ensures that the legal description matches exactly to the deed on record (including punctuation and capitalization).
- Small clerical errors can be fixed in the new deed.

FINALIZING DEEDS

- A Lender Letter must be sent to the lender prior to recording a deed with a mortgage on it. The lender is given 10 business days to object to the transfer. If 10 days go by and no response is received from the lender, ask the client to call the lender. The client can decide to put the deed on record anyway without the lender's written approval.
- The Lender Letter is in Estate Planning Funding under Secretaries.
- Lender letter must be sent CERTIFIED MAIL
- Ask if the property is part of a Homeowner's Association - some HOAs require approval prior to recording the deed and some will request a copy of the newly recorded deed
- We DO NOT prepare Deeds for properties out of the state of Florida. We either locate a WealthCounsel Attorney (wealthcounsel.com) or contact US Deeds (copy of Order Form is in EP Funding).
- For out of state deeds ask the client where they want their tax bills sent - this information will be needed by the attorney who prepares the deed.
- To record the deed scan in an executed copy of the deed. Go to the e-recording main webpage and login. Click "main" at the top of the page and then the "New WIP Package" button on the right.
- Choose the jurisdiction and for the Reference Value include the client's file number, client's name, and the city of the property if the client has property in multiple cities. Click Next.
- For document type select "Deed" and use the Browse button to find the file in the client's folder on the H: Drive. NOTE: make sure the executed copy is selected and use the preview on the webpage to ensure the correct document comes up and all pages upload.
- The consideration amount is typically 10 and you have to click save underneath that field.
- For the grantor and grantee add every name listed in the deed. NOTE: when entering the trust name put the entire name under "Business name".
- If a Trustee's Affidavit was required, upload it as another file by clicking "Add New Document".

Check for warnings under "Submit this Package" prior to submission.

Submit the file.

Save the email from the city in TM that indicates the deed has been recorded under "name of the county - Recording Receipt". Also save the attachment

from the email in the database. Forward the email to bookkeeper with the following in the subject line "File number - client name - Already Billed". Database save the email.

When the deed is recorded print the first page of the recorded deed on white bond paper and put it together with the original signatory page. Also print

a copy of the letter to accompany the warranty deed (in TM in the Estate Planning Funding file) warning the client that the costs to record the deed have already been paid. Place the letter and original deed in the original client file so that Binders includes them with their binder.

ARE YOU CONCERNED THAT YOUR OFFICE DOESN'T HAVE ADEQUATE STAFF TO SUPPORT THESE FRONT STAGE AND BACK STAGE SYSTEMS? THE FREEDOM PRACTICE™ OFFERS BACKSTAGE SUPPORT TO THOSE FIRMS WHO REQUEST IT OR REQUIRE IT DUE TO THE MANPOWER NECESSARY. THROUGH COLLABORATION, YOUR OFFICE AND OUR TEAM CAN PROVIDE A UNIQUE CLIENT EXPERIENCE THAT YOUR CLIENTS CAN'T FIND WITH ANY OF YOUR COMPETITORS.



For More information about
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FORT MYERS, FL 33919

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NAME:

DATE:

SUCCESS STRATEGY	MY CURRENT RATING	MY FUTURE RATING	HOW I'VE ACCOMPLISHED THIS	IMPROVEMENT IDEAS
Create Value Always work to provide leadership (direction), relationship (confidence), and creativity (capability).	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 Always	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 Always		
Take Initiative Look for ways to be proactive-solve problems, make improvements, and propose ideas.	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 Always	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 Always		
Focus on Results Focus on the bigger picture and the desired result, not just the time and effort required.	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 Always	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 Always		
Have an Ownership Attitude Take full responsibility for your projects, your communication, and your actions.	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 Always	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 Always		
Be in Alignment Find out the overall goal or desired result and do what you need to do to align with it.	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 Always	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 Always		
Be a Partner Value and respect others talents and goals as well as your own.	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 Always	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 Always		
Take Action Whenever possible, make things happen. Don't wait for others to make the first move.	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 Always	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 Always		
Be Open Be receptive to new ideas and initiatives. Prepare and plan for change.	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 Always	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 Always		
Communicate Learn how others like to communicate. Close Open files. Let people know when tasks are done.	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 Always	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 Always		
Learn How to Handle Strong Emotions Have confidence and stay calm when dealing with emotionally-charged situations.	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 Always	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 Always		
Have Patience and Compassion Look at the situation from the other person's point of view. REcognize that it takes time to change habits.	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 Always	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 Always		
Don't Give Up Learn to see mistakes and breakdowns as learning opportunities.	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 Always	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 Always		

NAME: _____ **DATE:** _____

HOW I AM MAKING MYSELF INVALUABLE:	MY BIGGER FUTURE:	
	Personal Goals	Professional Goals
MY INSIGHTS:	SUPERVISING ATTORNEY NOTES:	

Employee Signature

Supervising Attorney Signature

NAME:

DATE:

SUCCESS STRATEGY	MY CURRENT RATING	MY FUTURE RATING	HOW I'VE ACCOMPLISHED THIS	IMPROVEMENT IDEAS
Create Value Always work to provide leadership (direction), relationship (confidence), and creativity (capability).	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 Always	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 Always		
Take Initiative Look for ways to be proactive-solve problems, make improvements, and propose ideas.	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 Always	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 Always		
Focus on Results Focus on the bigger picture and the desired result, not just the time and effort required.	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 Always	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 Always		
Have an Ownership Attitude Take full responsibility for your projects, your communication, and your actions.	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 Always	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 Always		
Be in Alignment Find out the overall goal or desired result and do what you need to do to align with it.	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 Always	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 Always		
Be a Partner Value and respect others talents and goals as well as your own.	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 Always	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 Always		
Take Action Whenever possible, make things happen. Don't wait for others to make the first move.	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 Always	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 Always		
Be Open Be receptive to new ideas and initiatives. Prepare and plan for change.	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 Always	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 Always		
Communicate Learn how others like to communicate. Close Open files. Let people know when tasks are done.	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 Always	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 Always		
Learn How to Handle Strong Emotions Have confidence and stay calm when dealing with emotionally-charged situations.	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 Always	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 Always		
Have Patience and Compassion Look at the situation from the other person's point of view. REcognize that it takes time to change habits.	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 Always	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 Always		
Don't Give Up Learn to see mistakes and breakdowns as learning opportunities.	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 Always	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 Always		

NAME: _____ **DATE:** _____

HOW I AM MAKING MYSELF INVALUABLE:	MY BIGGER FUTURE:	
	Personal Goals	Professional Goals
MY INSIGHTS:	SUPERVISING ATTORNEY NOTES:	

Employee Signature

Supervising Attorney Signature

NAME: THE FREEDOM PRACTICE

DATE: 5/20/22

SUCCESS STRATEGY	MY CURRENT RATING	MY FUTURE RATING	HOW I'VE ACCOMPLISHED THIS	IMPROVEMENT IDEAS
Create Value Always work to provide leadership (direction), relationship (confidence), and creativity (capability).	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input checked="" type="checkbox"/> 4 <input type="checkbox"/> 5 Always	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input checked="" type="checkbox"/> 5 Always	I PRIDE MYSELF IN MY ROLE AS A MEDIATOR FOR CRH MBH AND MY TEAM ALWAYS AIMING AT PROVIDING INSIGHT AS TO THE OTHERS CHALLENGES AND LONG TERM VISION	I WILL SET ASIDE SPECIFIC OPEN DOOR TIME FOR MY TEAM TO SHARE PROJECT CHALLENGES AND CONCERNS. QUARTERLY PERSONAL & PROFESSIONAL ENRICHMENT GOAL SETTING MEETINGS WITH EACH TEAM MEMBER
Take Initiative Look for ways to be proactive-solve problems, make improvements, and propose ideas.	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input checked="" type="checkbox"/> 5 Always	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input checked="" type="checkbox"/> 5 Always	I ENCOURAGE MORNING TEAM HUDDLES WHEREIN WE DISCUSS OUR GOALS FOR THE DAY / TOUCH BASE REGARDING THE SPECIFIC PROJECTS AND HOW WE CAN COLLABORATE TO ACCOMPLISH GOALS SET	I WILL IMPLEMENT REGULARLY SCHEDULED DEPARTMENT TEAM MEETINGS WHEREIN WE TRACK PROGRESS OF OUR ACTION PLANS WITH RESPECT TO SPECIFIC PROJECTS
Focus on Results Focus on the bigger picture and the desired result, not just the time and effort required.	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input checked="" type="checkbox"/> 4 <input type="checkbox"/> 5 Always	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input checked="" type="checkbox"/> 5 Always	MY CONTINUED COACHING OF MY TEAM AS TO THE EXPECTATIONS OF AN ENTREPRENEURIAL ENVIRONMENT AND HOW WE ARE A RESULTS BASED ENVIRONMENT	CONTINUED BOOK CLUBS REGARDING ENTREPRENEURIAL ENVIRONMENTS. ENCOURAGEMENT OF PROFESSIONAL ENRICHMENT OF EACH TEAM MEMBER. CONTINUED INCLUSION OF AS MANY TEAM MEMBERS AS POSSIBLE IN OUR BIGGER FUTURE VISION
Have an Ownership Attitude Take full responsibility for your projects, your communication, and your actions.	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input checked="" type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 Always	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input checked="" type="checkbox"/> 5 Always	I ALWAYS ATTEMPT TO PROVIDE A CLEAR PICTURE OF WHAT A PROJECT WILL LOOK LIKE WHEN COMPLETED AS WELL AS PROVIDE A BIG PICTURE VIEW FOR MY TEAM	USING A PROJECT PLANNER FORM WITH EVERY PROJECT AND ENSURING MY TEAM IS USING THEM AT ALL TIMES TO ENSURE DESIRED RESULT IS ACCOMPLISHED
Be in Alignment Find out the overall goal or desired result and do what you need to do to align with it.	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input checked="" type="checkbox"/> 5 Always	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input checked="" type="checkbox"/> 5 Always	BIG PICTURE IS ALWAYS IMPORTANT TO ME AND TO UNDERSTAND THE OVERALL GOAL IS TO BE ALIGNED AND BE ABLE TO CONTRIBUTE IN A VALUABLE WAY. I ACCOMPLISH THIS BY "LISTENING HARD" (COLLABORATIVE WAY) AND I TAKE THE TIME TO ENSURE MY TEAM HAS A CLEAR PICTURE OF OUR BIGGER FUTURE	USING A PROJECT PLANNER FORM WITH EVERY PROJECT AND ENSURING MY TEAM IS USING THEM AT ALL TIMES TO ENSURE DESIRED RESULT IS ACCOMPLISHED
Be a Partner Value and respect others talents and goals as well as your own.	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input checked="" type="checkbox"/> 4 <input type="checkbox"/> 5 Always	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input checked="" type="checkbox"/> 5 Always	I ACKNOWLEDGE IT TAKES EVERY TEAM MEMBER'S TALENT TO ACCOMPLISH TASKS AT HAND AND I MAKE MY TEAM AWARE THAT WITHOUT HIS/HER SKILLS AND TALENT; A PROJECT WOULD BE IMPOSSIBLE.	CONTINUED ENCOURAGEMENT OF TEAM MEMBERS CHOICE TO "OPT IN" TO ANY AGENDA AND SCHEDULED MEETING ALLOWING MORE COLLABORATION IN ORDER TO PLOW PROJECTS FORWARD
Take Action Whenever possible, make things happen. Don't wait for others to make the first move.	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input checked="" type="checkbox"/> 5 Always	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input checked="" type="checkbox"/> 5 Always	I DO REGULAR EVALUATIONS OF WHAT A PROJECT WILL NEED FOR ITS DEVELOPMENT AND THEN GATHER A TEAM THAT WILL MAKE A PROJECT REAL. I PROVIDE MY TEAM WITH A CLEAR PURPOSE FOR THE PROJECT AS WELL AS A REALISTIC DEADLINE	I WILL ALWAYS CONCLUDE MEETINGS WITH A "WRAP UP" WHEREIN ALL TEAM MEMBERS ARE AWARE OF WHO IS A PROJECT LEAD AND EXPECTATIONS OF THEIR ROLE IN A PROJECT. I AM AWARE OF PROJECTS THAT ARE TIME SENSITIVE AND LACK OWNERSHIP BY REVIEWING RECENT AGENDAS
Be Open Be receptive to new ideas and initiatives. Prepare and plan for change.	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input checked="" type="checkbox"/> 4 <input type="checkbox"/> 5 Always	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input checked="" type="checkbox"/> 5 Always	I SERVE AS A REMINDER TO MY TEAM THAT WE ARE AN ENTREPRENEURIAL ENVIRONMENT THEREFORE CHANGE IS NOT ONLY INEVITABLE BUT CRUCIAL TO OUR DEVELOPMENT ACTING AS A CONSTANT REMINDER THAT CHANGE AND EVEN COMPLAINTS CAN SERVE AS A LEARNING TOOL	I WILL ENSURE WE TAKE TIME TO PLOT OUR PAST PRESENT AND BIGGER FUTURE WHENEVER POSSIBLE IN ORDER TO ALLOW EACH ONE OF MY TEAM MEMBERS TO DEVELOP AN UNDERSTANDING AND ARRIVE AT THE REALIZATION THAT CONSTANT CHANGE IS WELCOME
Communicate Learn how others like to communicate. Close Open files. Let people know when tasks are done.	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input checked="" type="checkbox"/> 5 Always	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input checked="" type="checkbox"/> 5 Always	ACTION PLANS CALL FOR SET DEADLINES FOR PROJECTS. I STRIVE TO KEEP THE ACCELERATOR OF A PROJECT INFORMED WITH GENERAL DETAILS OF WHERE A PROJECT STANDS. I ALWAYS BEGIN WITH AN "I'M ON IT" AND CONCLUDE WITH A "DONE"	REGULAR REMINDERS TO OUR TEAM THAT IT PROVIDES THE ACCELERATOR OF A PROJECT CONFIDENCE IN US AS PROFESSIONALS WHEN WE COMMUNICATE THAT A PROJECT IS BEING HANDLED
Learn How to Handle Strong Emotions Have confidence and stay calm when dealing with emotionally-charged situations.	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input checked="" type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 Always	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input checked="" type="checkbox"/> 4 <input type="checkbox"/> 5 Always	I REMIND MYSELF DAILY THAT ENTREPRENEURIAL ENVIRONMENTS ARE FILLED WITH PASSIONATE PEOPLE WHO HAVE STRONG EMOTION BECAUSE THEY CARE AND FEEL STRONGLY ABOUT THEIR WORK PRODUCT. I HAVE INSTALLED A "SLEEP ON IT" RULE WHEREIN I TAKE TIME TO EVALUATE THE NEXT COURSE OF ACTION WITHOUT THE INITIAL EMOTION	RESPECT FOR MY CO TEAM MEMBER IS INTEGRAL AND SHOULD ALWAYS BE THE FOUNDATION TO ANY COMMUNICATION. I WILL ALWAYS COMMUNICATE BEGINNING WITH RESPECT AND UNDERSTANDING WHENEVER I THINK IT NECESSARY IN AN EMOTIONALLY CHARGED SITUATION
Have Patience and Compassion Look at the situation from the other person's point of view. REcognize that it takes time to change habits.	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input checked="" type="checkbox"/> 5 Always	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input checked="" type="checkbox"/> 5 Always	IT IS ALWAYS MY MODUS OPERANDI TO MEDIATE AND ATTEMPT TO UNDERSTAND WHY A CO TEAM MEMBER WOULD TAKE A CERTAIN APPROACH. WHENEVER POSSIBLE I TAKE INITIATIVE TO REMIND MY TEAM THAT PATIENCE HAS BEEN NEEDED WITH US ALL AT ONE TIME	QUARTERLY INSTITUTE "WHAT OUR WINS ARE" FOR THE PAST QUARTER- IT ALLOWS FOR ENCOURAGEMENT OF TRYING NEW THINGS AND SELF GROWTH. IT ALLOWS US TO REALIZE HOW MUCH WE HAVE GROWN AS PROFESSIONALS BY LETTING GO OF OLD (BAD) HABITS AND REPLACING THEM WITH NEW (GOOD) HABITS
Don't Give Up Learn to see mistakes and breakdowns as learning opportunities.	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input checked="" type="checkbox"/> 4 <input type="checkbox"/> 5 Always	Never <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input checked="" type="checkbox"/> 5 Always	IN MY EXPERIENCE AS AN ASSET ALIGNMENT SPECIALIST SPECIFICALLY I HAVE LEARNED THAT A COMPLAINT IS A GIFT. WE CAN TAKE A LEARNING EXPERIENCE AND TURN IT AROUND TO BECOME A GAME-CHANGING WIN	I WILL LISTEN CAREFULLY FOR CHALLENGES MY TEAM MEMBERS ARE HAVING AND LOOK FOR SITUATIONS WHERE WE CAN BECOME BETTER AND GROW TO PROVIDE AN UNEXPECTED WIN

NAME: THE FREEDOM PRACTICE

DATE: 5/20/22

HOW I AM MAKING MYSELF INVALUABLE:	MY BIGGER FUTURE:	
<p>I STRIVE ON A DAILY BASIS TO PROVIDE LEADERSHIP, RELATIONSHIP, AND CREATIVITY TO EVERY SETTING WITH MY TEAM AND WITH CRH AND MBH.</p> <p>I LISTEN HARD - ALWAYS WITH AN OPEN MIND AND HEART TO THE NEEDS OF THOSE AROUND ME</p> <p>I AM TRUSTWORTHY AND RESPECT OTHERS OPINIONS AND THEIR CONFIDENCE IN ME AT ALL TIMES</p> <p>I AM AWARE OF THE UNSAID AND UNSPECIFIED IN ALL SITUATIONS</p> <p>I AM AUTHENTIC AND TRUE. I UPHOLD MY INTEGRITY AS A PROFESSIONAL WHENEVER POSSIBLE</p>	Personal Goals	Professional Goals
	<p>MAINTAINING A STRONG RELATIONSHIP WITH BRITTANY & CATIE</p> <p>MORE TRAVEL WITH MY FAMILY</p> <p>MORE QUALITY TIME WITH MY MOM & DAD BECOMING BETTER AT FREE DAYS</p>	<p>CONTINUED PROFESSIONAL ENRICHMENT</p> <p>CONTINUED GROWTH FOR MY INNOVATION TEAM IN THEIR OWN ROLES</p> <p>30 NEW ENROLLEES AT FREEDOM PRACTICE</p> <p>CONTINUED EVIDENCE OF A SELF MANAGING COMPANY AT THE FIRM LEVEL</p>
MY INSIGHTS:	SUPERVISING ATTORNEY NOTES:	
<p>ANYTIME I CAN PROVIDE INSIGHT TO CRH MBH ON BEHALF OF MY TEAM IT IS A WIN.</p> <p>THIS SELF EVALUATOR PROVIDED MY TEAM THE ABILITY TO VOICE, ADVOCATE AND CONGRATULATE THEIR OWN PERSONAL CONTRIBUTIONS TO OUR ORGANIZATION. I AM VERY PROUD TO BE A PART OF THE OUTSTANDING TEAM WE HAVE BUILT OVER THE YEARS.</p> <p>I ACKNOWLEDGE THAT ANY PROJECT SMALL OR LARGE TAKES A TEAM THAT RESPECTS ONE ANOTHER'S TALENTS AND BUYS INTO A BIGGER FUTURE FOR ALL INVOLVED.</p>		

The Freedom Practice

Employee Signature

Supervising Attorney Signature

Everchanging Marketplace

In 1996 the Eastman Kodak Company was industry royalty. Based in Rochester, New York, it dominated the traditional camera and film development industry, with a market capitalization of \$28 billion and 95,000 employees. By 2012



Kodak declared bankruptcy, a victim of the digital camera — a technology Kodak itself invented in 1975, but thereafter abandoned, declaring that it was never going to favorably compete with film photography.

Kodak's board of directors didn't anticipate how Moore's Law (microchips' density doubles while the cost halves every two years) would exponentially improve digital photo quality to become comparable to that of film photography. The board believed they were in the film, photopaper and chemical business. They failed to realize they were really in the "creating memories" business.

The irony is that Kodak took the first steps towards ushering photography into the digital age but was unwilling to disrupt its existing businesses by taking risks in uncharted waters. So, others did, reaping huge rewards.

Coincidentally, in 2012, the year of Kodak's bankruptcy, Facebook acquired Instagram, a digital photo sharing app, which at the time was a startup with 13 employees. The acquisition's price tag? \$1 billion. And Instagram had been founded only 18 months earlier. Today, Bloomberg estimates Instagram's value to exceed \$100 billion, with 854 million users.



The Commoditization Trap

With the microchip's exponentially increasing capabilities, every industry battles commoditization. What is commoditization exactly? We all know that the definition of a commodity is a raw material (e.g., oil) or an agricultural product (e.g., corn), with price being the only differentiating feature.

Commoditization in today's marketplace, however, does not stop there. Everyday products and services became accessible from our laptops, tablets, and smartphones. We can order groceries, books, and entertainment quickly and easily from anywhere.

One can reserve an airline ticket, hotel room, and rental car using apps that were unimaginable only a decade ago. Many businesses have therefore morphed into a commoditized transactional experience. Consumers expect to acquire goods and services easily, fast, and cheap. Finding customers and clients has become a race to the lowest price with instant delivery.

Professional Services Commoditized

Professional services have not escaped the commoditization trap. Free online tax preparation services skimmed clients from CPA firms. Lawyers compete with LegalZoom and Rocket Lawyer. Financial service firms contend with zero cost trades, robo-advisors, and low-cost mutual funds.



The commoditization of professional services results in consumers expecting a transactional experience that can be accomplished quickly and inexpensively, with limited or no human interaction. "Why should I pay you 90 basis points to manage my portfolio when I can beat your performance by investing in an Index 500 fund?"

You can argue that your company provides so much more than the mutual fund would. You provide personal service, assess a client's risk tolerance, balance her portfolio against downside market turns, review how the estate plan fits into the investment plan, and give support should illness impair her ability to conduct her financial affairs, among other things.

While those points may serve to convince some that the value of your services eclipses those of Vanguard, Fidelity, or Schwab, how do you differentiate your services from those of Northern Trust, Goldman Sachs, Sabal Trust or FineMark Bank? Why shouldn't the client opt for a national outfit with a 150 year-long performance record or others

that beat your fee schedule by 15 basis points?

We dig deeper to discover what your clients truly value and will pay a premium for.

The Experience Economy

As we learn in Pine and Gilmore's book, *The Experience Economy*, consumers will gladly pay a premium for a transformational experience.

Why pay \$80 per person for a Disney character breakfast when one can enjoy waffles and eggs at First Watch for \$12? Because First Watch doesn't offer your children the opportunity to dine with Mickey, Minnie and Goofy. What prompts vacationers to drop \$1,000 a night for the Ritz Carlton when a room at the Fairfield Inn goes for \$159? Both offer comfortable beds and a bathroom. You don't find luxury amenities allowing you to escape from your everyday life at the Fairfield Inn.

Pine and Gilmore categorize four distinct types of experiences: esthetic, escapist, entertainment and educational. How will your trust company design, implement and **market unique experiences that differentiate estate planning practice from your competition, and that clients will pay handsomely for?** While it might be easier to imagine that answer for companies like Disney and Ritz Carlton, the solution may be more elusive for a firm like yours.

Identifying Target Clients

Before developing a unique experience, you must first identify your target client. The experiences you develop should be specifically tailored to your target's hopes, fears, and expectations. "Clients who have investable assets above \$3 million" is not a specific enough target to fashion effective experience strategies.

A deep dive into your target's psyche is necessary. The goal is to narrow your efforts to attract prospects that will find your offerings distinctively valuable. As national marketing

expert Joe Polish says, **"the smaller the niche, the bigger the opportunity."**

Value Creation Monopoly

Dan Sullivan, founder of the Strategic Coach program, says that the goal of any business is to become a "Value Creation Monopoly" which is a company that **consistently imparts uniquely positive client experiences that cannot be found anywhere else at any price.**

That translates into developing unique processes fit to your specific target audiences. As Pine and Gilmore write, to accomplish this you must think of your company as theatre. Just as a theatre has front and back stages, you must create front stage experiences that your clients appreciate, supported by documented back stage processes. Every "script writer," "production manager," "stagehand" and "cast member" must understand the role that they play, to consistently replicate those experiences for your clients.



What production will your clients and prospects immensely enjoy? The Client Avatar and Niche Exercise identifies your best clients' emotional and intellectual characteristics. It begins by envisioning two of your company's best clients, those who love and appreciate the services you provide. Wouldn't it be exciting to systematically attract similar clients repeatedly? This exercise is the first step of that journey.



The Avatar & Niche Exercise

This exercise contains 13 detailed questions. The first question asks you to identify two categories of existing clients you'd like to replicate. To narrow your focus, when identifying those clients, be specific. As examples, rather than "Retired investment client" use "First marriage, retired, age 65 retired with investable assets over \$7 million with 4 children and 8 grandchildren." Not "Business Succession Client," instead "Client with a \$40 million closely held manufacturing business (otherwise he's mostly illiquid) with 3 children, 2 of whom work in the business; harboring thoughts of transition within 3 years."

Answering the questions that follow becomes easier when you narrow the target description. Don't be concerned that your focus is too narrow. When we discuss your exercise results, you'll find that the **characteristics discovered apply to a broader audience within the niche.**

When answering each question, we recommend that you begin with stream-of-consciousness thinking. Answers that are not causally related to services your company provides are valuable, so don't discard them. Once you've exhausted this thought process, then organize and record your answers on the worksheet. There's plenty of room to write, so be lengthy and detailed.

The mindset shift here is to **consider everything from your clients' point of view, not your own.** In so doing, you are on the way to becoming today's Instagram, not yesterday's Kodak of trust companies/investment management firms.

Another thought – do the words "trust company/investment management" truly define your business? Recall Kodak's directors fatefully misidentified its trade, **defining it from the board's viewpoint, not the consumer's.** What words properly describe your business?

Together we'll follow this exercise with group discussions before proceeding to the next step.

Have fun with it!

NAME:

DATE:



RECIPROCITY

People are obliged to give back to others the form of a behavior, gift, or service that they have received first.

Reciprocal Concessions

- Rejection-Then-Retreat Technique
- Giving something small often results in receiving something of higher value as the principal of reciprocity creates a feeling of obligation;
- One wants the client to agree to a certain request;
- First make a larger request that is likely turned down;
- After refusal, make the smaller, originally intended request;
- The second request is perceived as a concession.

Perpetual Contrast Principle

- One purchases a relatively high-value item at a high price;
- More like to purchase a complimentary item of a lower price;
- The price of the second appears smaller by comparison.

Satisfaction Principle

- Most individuals indicate satisfaction with their choice;
- They feel they received a concession.

The Click, Whirr Response

- One receives a gift and automatically feels the urge to give that person a gift in return;
- Despite feelings toward a service or product, the purchase request can be presented in a way that, when a concession is made, one relents to the new option.

Apply to My Practice:



COMMITMENT

People like to be consistent with the things they have previously said or done.

Commitment is Key

- One has a desire to be and appear consistent with what we have already done or said;
- Once we make a choice or take a stand, we encounter pressures to behave consistently with that.
- Getting a client to make a commitment, will set the stage for the client's automatic consistency with that earlier commitment.

The Extra Effort

- A written commitment is more binding to an individual than simply a verbal one

The Inner Choice

- One accepts inner responsibility for a behavior when one thinks one has chosen to perform it in the absence of strong outside pressures;
- Inner change tends to grow its own legs inside the mind of the actor.

The Click, Whirr Response

- Commitment to one's consistency is what creates the automatic click, whirr of this principle;
- A statement of belief, without strong evidence to the contrary, makes observers automatically assume that someone who makes such a statement means it.

Apply to My Practice:



SOCIAL PROOF

Especially when they are uncertain, people will look to the actions and behaviors of others to determine their own.

Consensus

- To determine what is correct is to find out what other people think is correct;
- Applies especially to how one decides what constitutes correct behavior.

Similarity & Uncertainty

- One's behavior is often based on those similar to oneself;
- Uncertainty triggers the desire to seek out behavior;
- Resolving uncertainty that way overlooks that others are doing the same.

Salting the Plate

- Advertisers don't have to convince directly that the service is good, they need only say that others think so;
- Demonstrating how beloved one's firm or services are communicates to holdouts they're missing out.


The Click, Whirr Response

- Common social cues often cause a conditioned, societally-based response.

Apply to My Practice:

NAME:

DATE:



LIKING
People prefer to say yes to those that they like.

The Friendship Principle

- One is more likely to say yes to someone they know/like;
- Consumers are aware of friendship pressures involved.

Compliance Strategy

- Just the mention of a friend's name can build liking;
- When a friend recommended a one as a customer, one is more willing to engage in the sale;
- Before a sale, one must make the consumer like them first.

Conditions & Association

- Association with things of a positive or negative matter will infect the teller.
- Inversely, those associated with good news or tidings are often lauded or held in high esteem

The Click, Whirr Response

- Physical attractiveness stirs attraction, entices individuals and leads to more engagement;
- Similarity in opinions, personality traits, background or lifestyle are usually appealing to those who you have to convince to like you before making the sale;
- Compliments can lead to return-liking as societal standards dictate that they be thanked or returned;
- Familiarity plays a role in decisions as one is far more likely to like something or someone similar to oneself.

Apply to My Practice:



AUTHORITY
People follow the lead of credible, knowledgeable experts.

Obedience-to-Authority Approach

- One typically has a deep-seated sense of duty to authority;
- Even going so far as one being unable to defy the wishes of authority figures.

The Most Potent Motivator

- In a system of obedience, a widely accepted system of authority is advantageous;
- Anarchy is not known for beneficial effects on cultural groups;
- One is trained from birth that obedience to proper authority is right and disobedience is wrong.

Connotation, Not Content

- The appearance of authority can be enough;
- Titles are the easiest symbol of authority to acquire;
- Authoritative clothing can trigger strong compliance;
- Expensive clothes carry an aura of status, as do trappings like jewelry and cars.

The Click, Whirr Response

- Our obedience frequently takes place in a click, whirr fashion, with little or no conscious deliberation;
- A danger with authority occurs when no one lower in a hierarchy thinks to question the authority figure
- Can cause subordinates to stop thinking in situations and start reacting

Apply to My Practice:



SCARCITY
People want more of those things they can have less of.

Psychological Reactance

- Opportunities seem more valuable when availability is limited;
- Potential loss plays a large role in decision making;
- Convince customers of an item's scarcity, increasing its immediate value.
- When dealing with freedoms, the consumer feels the loss when freedoms are suddenly made scarce;
- The reaction to scarcity of something that was previously abundant is strong;
- Scarcity interfering with prior access to something, causes one to react against the interference by trying to possess the item more than before.

Optimal Conditions

- A drop from abundance to scarcity more often produces desirous results than starting from scarcity;
- Scarcity triggered by competition & social demand for a product or service increases desire for it.

The Click, Whirr Response

- Using the limited-number deadline tactics, the scarcity principle can cause one to buy quickly without thinking too much about it.

Apply to My Practice:

NAME:

DATE:



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- Resolving uncertainty that way overlooks that others are doing the same.

Salting the Plate

- Advertisers don't have to convince directly that the service is good, they need only say that others think so;
- Demonstrating how beloved one's firm or services are communicates to holdouts they're missing out.


The Click, Whirr Response

- Common social cues often cause a conditioned, societally-based response.

Apply to My Practice:

NAME:

DATE:



LIKING
People prefer to say yes to those that they like.

The Friendship Principle

- One is more likely to say yes to someone they know/like;
- Consumers are aware of friendship pressures involved.

Compliance Strategy

- Just the mention of a friend's name can build liking;
- When a friend recommended a one as a customer, one is more willing to engage in the sale;
- Before a sale, one must make the consumer like them first.

Conditions & Association

- Association with things of a positive or negative matter will infect the teller.
- Inversely, those associated with good news or tidings are often lauded or held in high esteem

The Click, Whirr Response

- Physical attractiveness stirs attraction, entices individuals and leads to more engagement;
- Similarity in opinions, personality traits, background or lifestyle are usually appealing to those who you have to convince to like you before making the sale;
- Compliments can lead to return-liking as societal standards dictate that they be thanked or returned;
- Familiarity plays a role in decisions as one is far more likely to like something or someone similar to oneself.

Apply to My Practice:



AUTHORITY
People follow the lead of credible, knowledgeable experts.

Obedience-to-Authority Approach

- One typically has a deep-seated sense of duty to authority;
- Even going so far as one being unable to defy the wishes of authority figures.

The Most Potent Motivator

- In a system of obedience, a widely accepted system of authority is advantageous;
- Anarchy is not known for beneficial effects on cultural groups;
- One is trained from birth that obedience to proper authority is right and disobedience is wrong.

Connotation, Not Content

- The appearance of authority can be enough;
- Titles are the easiest symbol of authority to acquire;
- Authoritative clothing can trigger strong compliance;
- Expensive clothes carry an aura of status, as do trappings like jewelry and cars.

The Click, Whirr Response

- Our obedience frequently takes place in a click, whirr fashion, with little or no conscious deliberation;
- A danger with authority occurs when no one lower in a hierarchy thinks to question the authority figure
- Can cause subordinates to stop thinking in situations and start reacting

Apply to My Practice:



SCARCITY
People want more of those things they can have less of.

Psychological Reactance

- Opportunities seem more valuable when availability is limited;
- Potential loss plays a large role in decision making;
- Convince customers of an item's scarcity, increasing its immediate value.
- When dealing with freedoms, the consumer feels the loss when freedoms are suddenly made scarce;
- The reaction to scarcity of something that was previously abundant is strong;
- Scarcity interfering with prior access to something, causes one to react against the interference by trying to possess the item more than before.

Optimal Conditions

- A drop from abundance to scarcity more often produces desirous results than starting from scarcity;
- Scarcity triggered by competition & social demand for a product or service increases desire for it.

The Click, Whirr Response

- Using the limited-number deadline tactics, the scarcity principle can cause one to buy quickly without thinking too much about it.

Apply to My Practice:

NAME: THE FREEDOM PRACTICE

DATE: 5/20/22



RECIPROCITY

People are obliged to give back to others the form of a behavior, gift, or service that they have received first.

Reciprocal Concessions

- Rejection-Then-Retreat Technique
- Giving something small often results in receiving something of higher value as the principal of reciprocity creates a feeling of obligation;
- One wants the client to agree to a certain request;
- First make a larger request that is likely turned down;
- After refusal, make the smaller, originally intended request;
- The second request is perceived as a concession.

Perpetual Contrast Principle

- One purchases a relatively high-value item at a high price;
- More like to purchase a complimentary item of a lower price;
- The price of the second appears smaller by comparison.

Satisfaction Principle

- Most individuals indicate satisfaction with their choice;
- They feel they received a concession.

The Click, Whirr Response

- One receives a gift and automatically feels the urge to give that person a gift in return;
- Despite feelings toward a service or product, the purchase request can be presented in a way that, when a concession is made, one relents to the new option.

Apply to My Practice:

- PROVIDE BOOKS & EDUCATIONAL MATERIALS TO CLIENTS AT WORKSHOPS/IN MEETINGS
- GULF HARBOUR BIRDS OF A FEATHER DINNER
- TEA PACKAGE WITH BINDER



COMMITMENT

People like to be consistent with the things they have previously said or done.

Commitment is Key

- One has a desire to be and appear consistent with what we have already done or said;
- Once we make a choice or take a stand, we encounter pressures to behave consistently with that.
- Getting a client to make a commitment, will set the stage for the client's automatic consistency with that earlier commitment.

The Extra Effort

- A written commitment is more binding to an individual than simply a verbal one

The Inner Choice

- One accepts inner responsibility for a behavior when one thinks one has chosen to perform it in the absence of strong outside pressures;
- Inner change tends to grow its own legs inside the mind of the actor.

The Click, Whirr Response

- Commitment to one's consistency is what creates the automatic click, whirr of this principle;
- A statement of belief, without strong evidence to the contrary, makes observers automatically assume that someone who makes such a statement means it.

Apply to My Practice:

- ASK CLIENTS WHETHER PROTECTING LOVED ONE'S INHERITANCE IMPORTANT
- ASK CLIENTS WHAT'S MOST IMPORTANT ASPECT OF THEIR PLANNING
- ASK CLIENT WHETHER THEY PRIDE THEMSELVES ON STAYING CURRENT



SOCIAL OR

Especially when they are uncertain, people will look to the actions and behaviors of others to determine their own.

Consensus

- To determine what is correct is to find out what other people think is correct;
- Applies especially to how one decides what constitutes correct behavior.

Similarity & Uncertainty

- One's behavior is often based on those similar to oneself;
- Uncertainty triggers the desire to seek out behavior;
- Resolving uncertainty that way overlooks that others are doing the same.

Salting the Plate

- Advertisers don't have to convince directly that the service is good, they need only say that others think so;
- Demonstrating how beloved one's firm or services are communicates to holdouts they're missing out.

The Click, Whirr Response

- Common social cues often cause a conditioned, societally-based response.

Apply to My Practice:

- GATHER CLIENT TESTIMONIALS AND USE THEM ON WEBSITE, BROCHURES, SLIDE SHOWS, ETC.
- FILM TESTIMONIALS WHEN WE CAN AND USE THEM IN VARIOUS MEDIA
- BIRDS OF A FEATHER REFERRAL DINNER CLIENTS BRING FRIENDS
- OTHER EVENTS SUCH AS CLIENT CARE WORKSHOPS

NAME: THE FREEDOM PRACTICE

DATE: 5/20/22



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- Compliments can lead to return-liking as societal standards dictate that they be thanked or returned;
- Familiarity plays a role in decisions as one is far more likely to like something or someone similar to oneself.

Apply to My Practice:

- ALWAYS START OFF WORKSHOPS WITH SELF-DEPRECATING JOKE
- ASK CLIENTS ABOUT THEMSELVES
- FORM COMMON BONDS ABOUT BACKGROUND, HOME TOWN, ANYTHING
- DRESS PROFESSIONALLY
- GOOD HYGIENE - HAIRCUT EVERY THREE WEEKS
- SEND CARDS ON SPECIAL EVENTS TO LIST OF CLIENTS/ PROSPECTS



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Obedience-to-Authority Approach

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- A danger with authority occurs when no one lower in a hierarchy thinks to question the authority figure
- Can cause subordinates to stop thinking in situations and start reacting

Apply to My Practice:

- DRESS PROFESSIONALLY
- PROMOTE CREDENTIALS
- A+ OFFICE SPACE
- CIRCULATE ACHIEVEMENTS IN ONGOING CLIENT COMMUNICATIONS
- ANSWER QUESTIONS
- PUBLISH PROFESSIONALLY & FOR LAYMEN



SCARCITY

People want more of those things they can have less of.

Psychological Reactance

- Opportunities seem more valuable when availability is limited;
- Potential loss plays a large role in decision making;
- Convince customers of an item's scarcity, increasing its immediate value.
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Optimal Conditions

- A drop from abundance to scarcity more often produces desirous results than starting from scarcity;
- Scarcity triggered by competition & social demand for a product or service increases desire for it.

The Click, Whirr Response

- Using the limited-number deadline tactics, the scarcity principle can cause one to buy quickly without thinking too much about it.

Apply to My Practice:

- DON'T TAKE ON EVERY CLIENT
- ESTABLISH CRITERIA BEFORE WE WILL AGREE TO INITIAL MEETING
- LIVE EVENTS INDICATE SPACE IS LIMITED
- SEND OUT FIRST BATCH OF INVITATIONS TO A+ PROSPECTS AND SO ADVISE
- LIMITED TIME TO RESPOND & RSVP
- PROVIDE EXTRA BENEFIT/EXTRA TO THOSE THAT REPLY & RSVP WITH GUESTS BEFORE OTHERS
- LIMIT SEATING & AVAILABILITY OF EVENTS

NAME:

DATE:

Project	
Today's Date	Due Date
Goal	What is it that you wish to accomplish?
Importance	What's the impact this will make?
Who	Who do we need to involve?
How Cialdini's Principles of Persuasion Apply	Which Principles Apply to this Project & Why?
Reciprocity:	Consistency:
Social Proof:	Liking:
Authority:	Scarcity:
Ideal Outcome	
Consequence of Inaction	

NAME:

DATE:

Project	
Today's Date	Due Date
Goal	What is it that you wish to accomplish?
Importance	What's the impact this will make?
Who	Who do we need to involve?
How Cialdini's Principles of Persuasion Apply	Which Principles Apply to this Project & Why?
Reciprocity:	Consistency:
Social Proof:	Liking:
Authority:	Scarcity:
Ideal Outcome	
Consequence of Inaction	

NAME: THE FREEDOM PRACTICE

DATE: 5/20/22

Project	BIRDS OF A FEATHER REFERRAL DINNER		
Today's Date	5/20/22	Due Date	12/03/22
Goal	What is it that you wish to accomplish?		
	TO PUT ON A REFERRAL DINNER EVENT WITH CURRENT A+ CLIENTS WHO WILL BRING LIKEMINDED FRIENDS WHO WANT TO DO BUSINESS WITH US		
Importance	What's the impact this will make?		
	REFERRALS WILL BECOME NEW A+ CLIENTS AND REFER MORE A+ CLIENTS		
Who	Who do we need to involve?		
	REFERRALS WILL BECOME NEW A+ CLIENTS AND REFER MORE A+ CLIENTS		
How Cialdini's Principles of Persuasion Apply	Which Principles Apply to this Project & Why?		
Reciprocity: - INVITATION TO AN UPSCALE EVENT - PROVIDE A GOURMET DINNER & COCKTAILS AT NO CHARGE TO CLIENT OR PROSPECT	Consistency: - A COMMITMENT TO ATTEND - PROSPECTS EXPRESS INTEREST IN ESTATE PLANNING WHILE AT DINNER & WILL FOLLOW UP WITH APPOINTMENT AFTER		
Social Proof: - EXISTING CLIENTS SHOW LOYALTY - EASY TO CONVINCE PROSPECTS THAT SERVICES OF FIRM ARE TOP NOTCH	Liking: - ATTORNEYS & TEAM MINGLING WITH ATTENDEES - EXISTING CLIENTS ARE FRIENDS THAT APPLY SUBCONSCIOUS PRESSURE TO COMMIT		
Authority: - SHORT SPEECH ESTABLISHES KNOWLEDGE - NICE CLOTHES & VENUE EXUDE IMAGE OF AUTHORITY	Scarcity: - EXCLUSIVE COUNTRY CLUB VENUE - GIVE PROSPECTS A DEADLINE TO MAKE COMPLIMENTARY APPOINTMENT		
Ideal Outcome	GATHER A NEW BATCH OF PROSPECTIVE CLIENTS WHO ARE PRE-INTERESTED, PRE-MOTIVATED, PREQUALIFIED & PRE-DISPOSED TO SECURE APPOINTMENTS.		
Consequence of Inaction	NO NEW SOURCE OF REVENUE. CONTINUE TO FILTER THROUGH C & D CLIENTS TO FIND THE A+ PROSPECTS.		

THE SHEPPARD LAW FIRM'S

Birds of a Feather Referral Dinner

AN OPPORTUNITY TO WINE AND
DINE WITH YOUR FAVORITE ESTATE
PLANNING ATTORNEYS AND
INTRODUCE US TO YOUR FRIENDS!

YOU'VE BEEN HAND-SELECTED!
WE HOPE YOU TAKE THIS OPPORTUNITY TO
INVITE YOUR FRIENDS SO YOU CAN ALL ATTEND
AN EXCLUSIVE DINNER WITH OUR TEAM!

Thursday, December 8th

AT

Gulf Harbour Country Club

REFRESHMENTS AT 6:00 PM
DINNER AT 6:30 PM

Only 50 Seats Available!

RSVP TO THE EVENT COORDINATOR AT 239-334-1141
BY DECEMBER 2, 2022

BIRDS OF A FEATHER REFERRAL DINNER

— The Sheppard Law Firm —

Evaluation & Response Report

Are You a Florida Resident? Yes No

Do You Have an Estate Plan? Yes No

Do You Have a Trust? Yes No

Is it a Florida Trust? Yes No

What Worries You? (*Check All that Apply*) Yes No

Estate Tax

Health Care Directives

Grandchildren's Education

Income Tax

Spendthrift Beneficiaries

Spousal Protection if I pass

Avoiding Probate

Keeping Plan Up-to-Date

Hard-to-Divide Assets

Family Harmony

Succession at Date

Assets Being in Right Basket

Failed Marriages

Creditor Protection

Succession During Incapacity

Capital Gains Tax

Inheritance Protection

Avoiding Terri Schiavo Situation

Net Value of Your Estate: <1MIL 1-5MIL 5-10MIL 10-20MIL >20MIL

Name _____ Home Phone () _____ - _____

Address _____ Cell Phone () _____ - _____

City _____ State _____ Zip Code _____

Email _____

YES! Contact me to set up a complimentary initial consultation!

YES! I would like to receive additional information in the future!

1 Snapshot 	Goal
<ul style="list-style-type: none"> Overview of the legal, tax and financial issues ahead Get client familiar with role and responsibilities with conversation and worksheets Engage the client, ensuring comfort and clarity 	<p>Our overall objective is to provide comfort and clarity in a difficult time as our client has recently lost a loved one. For corporate fiduciaries the goal is to distinguish ourselves from other firms as to our thoroughness and well thought out process. The snapshot sets expectations, while providing our client the opportunity to warn us of family/financial issues early in the process.</p>
2 Legal 	Goal
<ul style="list-style-type: none"> Review governing documents necessary to administer estate Go over notices and other court documents Organize documents so cohesive and understandable 	<p>Estate planning documents are often a mystery to our clients, as well as to other professionals such as CPAs and financial planners. Here our goal is to break the complex down into the simple. We outline the administration process, including legal decisions our client may face relative to the type of administration required.</p>
3 Assets 	Goal
<ul style="list-style-type: none"> Marshal and identify all of the client's loved one's assets Implementation of new tax cost basis and discussion of prudent asset management Obtain date of death values for tax reporting purposes 	<p>Gathering, valuing and deciding which assets to liquidate can be a daunting task. Our goal is to therefore provide a coordinated process for our client, as well as for his financial planner, appraisers, CPAs and the other professionals necessary to successfully administer the trust estate.</p>
4 Creditors 	Goal
<ul style="list-style-type: none"> Identification of any reasonably ascertainable creditors Issuing the legal notifications required for those creditors Leads clients through the legal requirements to satisfy this obligation 	<p>Lay fiduciaries often don't realize the responsibility and liability associated with clearing the deceased's creditors. Here our systems serve to educate the client while working within state law to mitigate creditor claims to the extent possible, providing confidence that the deceased's obligations have been satisfied.</p>
5 Taxes 	Goal
<ul style="list-style-type: none"> Identification of any gift, estate and income tax returns that need to be filed Planning for any IRA or 401(k) Required Minimum Distributions Coordination with the CPA and financial advisors minimizes stress and achieves objectives 	<p>While estate taxes aren't common to every estate, income taxes are. The generations that enjoyed pension incomes are dying off replaced by those that have IRAs, 401(k)s and 403(b)s. A plethora of income tax issues arise, providing us the opportunity to reveal pitfalls and opportunities. Our goal therefore is to provide leadership, relationship and capabilities to our client and her other advisors.</p>
6 Distributions 	Goal
<ul style="list-style-type: none"> Ongoing and necessary income distributions to the surviving spouse and/or other beneficiaries Includes the distribution of specific bequests, including tangible personal property Protects the personal representative/trustee from liability and complies with all laws 	<p>Our client is often pressured by beneficiaries to make distribution before it's proper. Here our goal is to provide an understandable framework from which to make continuing income/principal distributions to beneficiaries reliant upon them, but to ultimately conclude the administration on a positive note for all involved.</p>
7 Wrap Up 	Goal
<ul style="list-style-type: none"> Review family's ongoing planning opportunities Complete any remaining open points and answer questions Logically circles back and leads the client to opportunities within The Family Estate & Legacy Program® 	<p>Our goal here is to tie up any loose ends, provide instruction for the administration of ongoing testamentary trusts and to ensure that our client understands any further fiduciary obligations going forward. Our expertise shines by wrapping things up with our client's good feelings of comfort and clarity.</p>

NAME:

DATE:

Trust/Probate Administration Timeline



Why is this Time Period Important?	What Objectives Need to be Achieved?	Best Result

	Why is this Time Period Important?	What Objectives Need to be Achieved?	Best Result
Initial Client Call			
Obtain Information			
Set the Stage			
Meeting			
Engagement			

NAME: THE FREEDOM PRACTICE

DATE: 5/20/22

Trust/Probate Administration Timeline



Why is this Time Period Important?	What Objectives Need to be Achieved?	Best Result
<ul style="list-style-type: none"> - CONSIDERS TIME PERIOD BETWEEN INITIAL CONTACT TO ENGAGEMENT - MARKETING & SALES ELEMENTS - FIRST IMPRESSIONS - EXPECTATION SETTING - FEE DISCUSSION 	<ul style="list-style-type: none"> - GATHER INFORMATION - DETERMINE PECULIARITIES - EDUCATE AS TO VALUE - GET FIRM ENGAGED 	<ul style="list-style-type: none"> - DEVELOP RELATIONSHIPS - CLIENT EDUCATED AS TO PROCESS - ESTABLISH EXPECTATIONS ON BOTH SIDES - COMMENCE WORK

	Why is this Time Period Important?	What Objectives Need to be Achieved?	Best Result
Initial Client Call	<ul style="list-style-type: none"> - GATHER INFO ON DECEDENT/CALLER - FORWARD INITIAL CLIENT PACKAGE - SCHEDULE SNAPSHOT CONFERENCE MEETING 	<ul style="list-style-type: none"> - GINA TAKES CALL/SELLS PROCESS - LEGAL ASSISTANTS PULL FILE - HAYLEY/MBH/CRH REVIEW 	<ul style="list-style-type: none"> - BUILD INITIAL CLIENT PACKAGE BOOK/PODCAST/VIDEO/HTML EMAIL - ASSIGN ROLES
Obtain Information	<ul style="list-style-type: none"> - LEGAL DOCUMENTS & CHECKLIST ITEMS - REVIEW ASSET INFORMATION - BENEFICIARY INFORMATION 	<ul style="list-style-type: none"> - GINA PREVIEWS - LEGAL ASSISTANTS PULL FROM FILE OR CALL FAMILY MEMBER PRIOR TO MEETING 	<ul style="list-style-type: none"> - SNAPSHOT CHECKLIST - FOLLOW UP ON RECEIPT/INFO TWO DAYS BEFORE CONFERENCE
Set the Stage	<ul style="list-style-type: none"> - EDUCATIONAL MATERIALS - EMAIL WITH PODCAST - SNAPSHOT BROCHURE/BOOK 	<ul style="list-style-type: none"> - GINA FORWARDS INITIAL CLIENT PACKAGE & EMAIL - TECH UPDATES MEDIA 	<ul style="list-style-type: none"> - LICENSE LEGAL MATTERS BOOK - ADAPT SNAPSHOT BROCHURE - ENGAGE FREEDOM PRACTICE TO BUILD MEDIA
Meeting	<ul style="list-style-type: none"> - MEETING WITH PERSONAL REPRESENTATION/TRUSTEE/SPOUSE - REVIEW SNAPSHOT - DISCOVER CLIENT PECULIARITIES 	<ul style="list-style-type: none"> - ATTORNEYS - LEGAL ASSISTANTS ATTEND 	<ul style="list-style-type: none"> - REVIEW SNAPSHOT BROCHURE WITH CLIENT - FOLLOW UP WITH LETTER/EMAIL
Engagement	<ul style="list-style-type: none"> - CLIENT SIGNS WRITTEN ENGAGEMENT - OPENING PAPERWORK COMPLETED - TRELLO CARD CREATED 	<ul style="list-style-type: none"> - ATTORNEYS - LEGAL ASSISTANTS 	<ul style="list-style-type: none"> - PREPARE ENGAGEMENT PRIOR TO MEETING - IMPLEMENT TRELLO



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ATTORNEYS AT LAW

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The Estate Settlement Program Snapshot[®]

1

Snapshot

This assists you in getting familiar with your role and responsibilities when administering your loved one's estate.

The Estate Settlement Program Snapshot[®] is an overview of the legal, tax and financial road that we will travel together following the loss of your loved one. In today's meeting we will:

- 1 Review The Estate Settlement Program Guide[®] seven module process
- 2 Complete the "Your Goals and Concerns" Worksheet
- 3 Review your duties and responsibilities as personal representative/trustee
- 4 Review The Getting Started Checklist[®]
- 5 Confirm this firm's engagement as your attorney
- 6 Meet your Team

2

Legal

3

Assets

4

Creditors

5

Taxes

6

Distributions

7

Wrap Up



Your Goals and Concerns Worksheet

We are about to lead you through a process that should provide you comfort and clarity during what is otherwise a very difficult time. Before we begin, completing this worksheet together gives us, your legal team, an opportunity to better understand your goals and concerns (an example is provided on the next page):

Name: _____ Date: _____

We hope that one year from today:

Brainstorm		Prioritize	
D The dangers or obstacles that stand in our way or otherwise worry us:		1	
		2	
		3	
O The opportunities that we hope our legal, tax and financial team can help us take advantage of:		1	
		2	
		3	
S The strengths that we have in place now that will help us along the way:		1	
		2	
		3	

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Name: YOUR NAME HERE Date: TODAY'S DATE

We hope that one year from today:

DAD'S ESTATE ADMINISTRATION IS HANDLED SMOOTHLY, OPPORTUNITIES ARE EXPLORED AND UTILIZED, AND THE FAMILY CAN REST ASSURED THAT MOM'S FUTURE IS SOLID.

Brainstorm	Prioritize
<p>D The dangers or obstacles that stand in our way or otherwise worry us:</p> <p>ENOUGH INCOME FOR MOM TO LIVE MINIMIZE INCOME & ESTATE TAXES BROTHER CHALLENGING WILL/TRUST ASSETS NOT FROZEN DURING ADMIN MINIMIZE BENEFICIARY DISPUTES MEDICAL BILLS INVESTMENTS - RIGHT PORTFOLIO?</p>	<p>1 MAKE SURE INVESTMENTS GENERATE SUFFICIENT INCOME TO RETAIN MOM'S STANDARD OF LIVING</p> <p>2 MINIMIZE ESTATE AND INCOME TAXES</p> <p>3 COMMUNICATE WITH BENEFICIARIES TO MINIMIZE POTENTIAL DISPUTES BETWEEN THEM</p>
<p>O The opportunities that we hope our legal, tax and financial team can help us take advantage of:</p> <p>STEP-UP IN TAX BASIS-CAPITAL GAINS ELIMINATED ROLL-OVER OF IRA TRUST PROTECTS BENEFICIARIES DOWNSIZE HOUSE FOR MOM UPDATE ESTATE PLAN</p>	<p>1 TAKE ADVANTAGE OF STEP-UP IN TAX COSTS BASIS TO ADJUST PORTFOLIO CAPITAL GAINS TAX FREE</p> <p>2 ESTABLISH MARITAL TRUST TO PROTECT MOM</p> <p>3 MOVE MOM INTO BETTER PLACE- EASIER TO GET AROUND & CLOSER TO GROCERY/RESTAURANTS</p>
<p>S The strengths that we have in place now that will help us along the way:</p> <p>SOLID FAMILY- GET ALONG SUFFICIENT SAVINGS TO TAKE CARE OF MOM IN HER STANDARD OF LIVING GREAT TEAM OF PROFESSIONALS ESTATE PLAN FIRST RATE!</p>	<p>1 ESTATE HAS SUFFICIENT RESOURCES TO TAKE CARE OF MOM FOR REST OF LIFE</p> <p>2 LEGAL, TAX AND FINANCIAL TEAM IN SYNC WITH US AND EACH OTHER</p> <p>3 DAD HAD A GREAT ESTATE PLAN- JUST NEED TO ADMINISTER ACCORDING TO PLAN</p>

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Role of the Personal Representative / Trustee

What is a personal representative? What is a trustee?

The probate court appoints a “personal representative” of an estate, which is similar to an “executor” of a will. The “trustee” of a revocable living trust accepts the role by signing a legal document that is filed with the probate court. These offices are more fully described in Chapters Three and Five of the book, *Legal Matters When a Loved One Dies* which you have received along with this Snapshot.

Must I act when named?

Even though you may be the person named in your loved one’s documents to take the roles(s) of personal representative/trustee you have no legal obligation to do so. If, after our initial client conference you have doubts or reservations about taking on this role, please let us know, and we will review the alternatives together with you.

What are my responsibilities?

When you accept the role of Personal Representative and/or Trustee, you are accepting an office with several fiduciary responsibilities. Our law office represents you in your role as Personal Representative/Trustee and will guide you through the probate and trust administration process to satisfy these responsibilities.

When one acts as a fiduciary for an estate/trust – the responsibilities include:

- 1 Provide our office the information as outlined in The Estate Settlement Program[®] Getting Started Checklist;
- 2 Provide the CPA the information that he or she will need to prepare federal and state tax returns;
- 3 To that end, file and sign all necessary tax returns;
- 4 Work with the financial advisor to satisfy the prudent investor standard (more thoroughly outlined in The Estate Settlement Program[®] Guide that you will receive once you sign our Engagement Letter);
- 5 Deal with non-liquid assets as required by the will/trust and Florida law such as the Florida homestead, other properties/residences, tangible personal property;
- 6 Provide the requisite legal notices to the estate/trust beneficiaries and creditors;
- 7 File and/or serve estate/trust inventories as provided under the law;
- 8 Clear the decedent’s creditors;
- 9 Work with our office to provide the necessary accountings to all “Qualified Beneficiaries”
- 10 Pay from the estate/trust assets all professional fees and reimbursement of expenses;
- 11 Make interim and final distributions of the assets pursuant to the terms of the will/trust and Florida law.

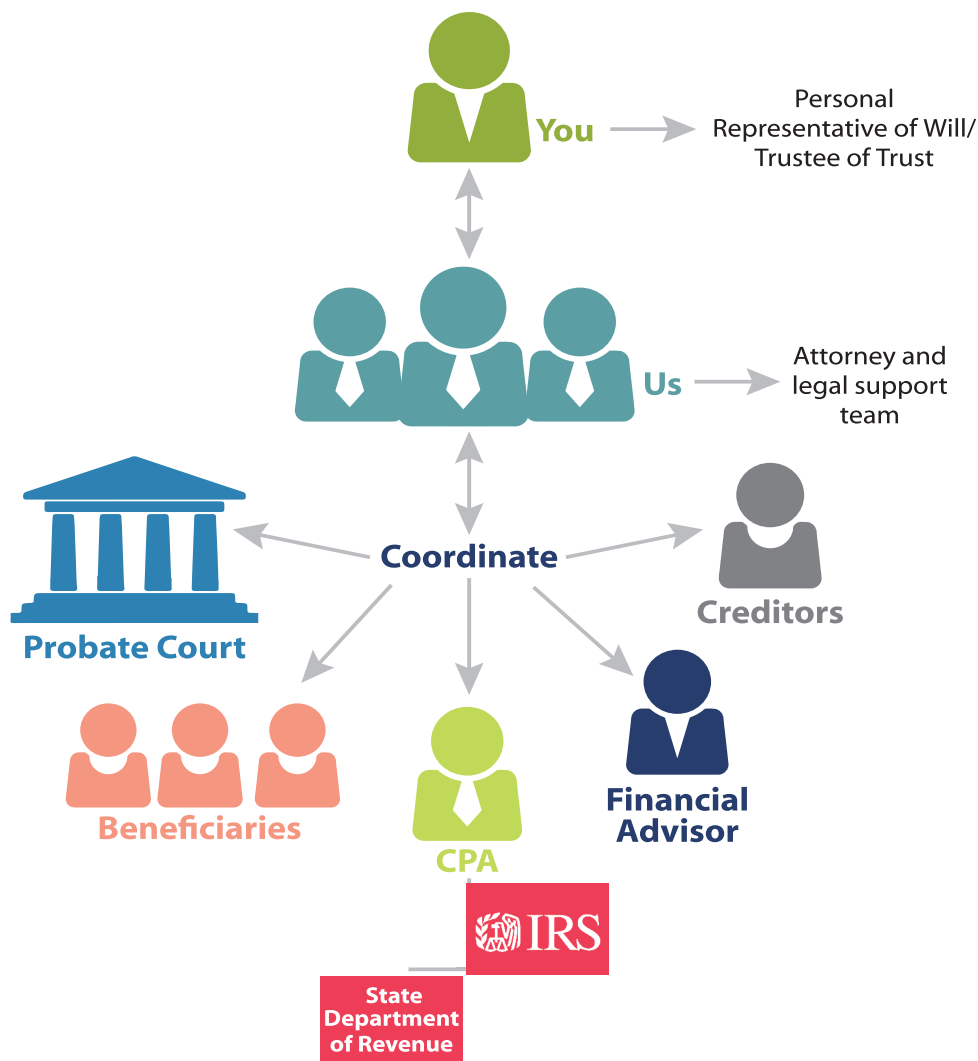
Role of the Personal Representative/Trustee

You have personal liability

Once you accept the role of personal representative/trustee, your liability to satisfy the above is personal. What this means is that while the estate/trust is charged with paying and satisfying all of the above obligations from its own assets, should you skip or otherwise not satisfy a step, you may be held personally responsible from your own monies.

You are not alone – We guide you!

Our job as your legal team is to lead you safely through this process. That is where **The Estate Settlement Program[®]** comes in. We have developed the guide to lead you through all of the necessary steps, ensuring that you have taken all reasonable means to satisfy your fiduciary obligations.



Getting Started Checklist[®]

- Original of the last will, revocable trust, and any codicils or amendments
- Certified copy of the death certificate
- Copies of most recent bank and brokerage statements
- Certificate of Deposit statements
- Savings bonds
- Copies of deeds to real property
- Copies of stock certificates
- Most recent Form 1040 Tax Return
- Federal Gift Tax Returns Form 709s previously filed
- Estate Tax Return Form 706 for predeceased spouse, if any
- Information related to any unreported taxable gifts
- Information regarding loans, notes, mortgages, and indebtedness
- Most recent credit card statements
- Amounts paid forward for burial, clergy, service, and reception
- Addresses and contact information of family members who may be beneficiaries, as well as those serving as co-personal representative and/or trustee
- Names and contact information of financial advisors, insurance agents, CPAs, tax return preparers, and other such professionals
- Copies of ownership interests in closely held businesses and any shareholders or partnership agreements that the deceased may have been a party to
- Prenuptial or postnuptial agreements, if any
- Copies of trusts and related account statements of which the deceased was a beneficiary at the time of his or her death
- Copies of irrevocable trusts that the deceased created, such as an Irrevocable Life Insurance Trust, Grantor Retained Annuity Trust,
- Qualified Personal Residence Trust
- Copies of account statements, deeds, Crummey notices and other such relevant information if decedent created an irrevocable trust
- Tangible personal property lists signed by the deceased that directed the distribution of such Automobile titles
- Information related to any safety deposit box leased
- Life insurance policies and statements, including copies of the beneficiary forms
- Annuity information, including gift annuities



THE
ESTATE SETTLEMENT
PROGRAM[®]
Expertise. Comfort. Clarity.

Meet Your Team

Client	
Personal Representative/Executor: Phone: Email:	Personal Representative/Executor: Phone: Email:
Trustee: Phone: Email:	Trustee: Phone: Email:
Legal Team	
Attorney: Phone: Email:	Attorney: Phone: Email:
Probate & Trust Legal Assistant: Phone: Email:	Funding Assistant: Phone: Email:
Financial Team	
Advisor/Trust Officer: Phone: Email:	Advisor/Trust Officer: Phone: Email:
Advisor/Trust Officer: Phone: Email:	Advisor/Trust Officer: Phone: Email:
Life Insurance/Annuity Advisor: Phone: Email:	IRA/401(K) Custodian: Phone: Email:



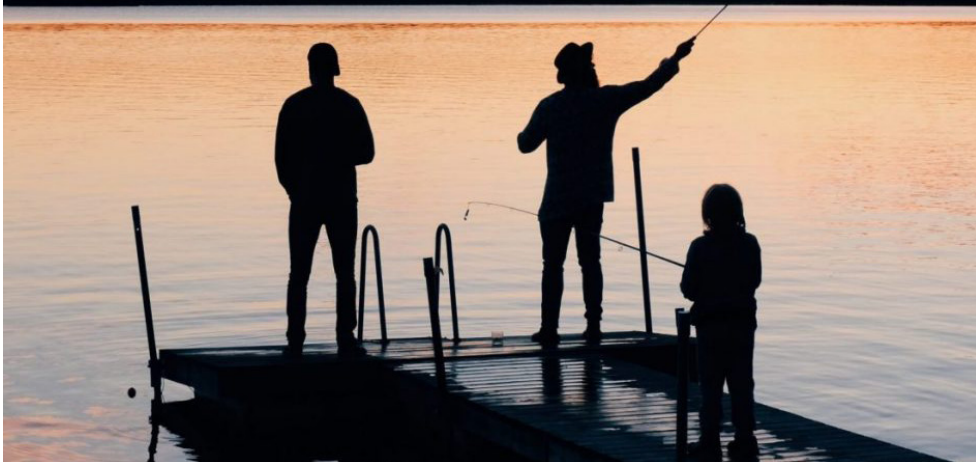
THE
ESTATE SETTLEMENT
PROGRAM[®]
Expertise. Comfort. Clarity.

Meet Your Team

Tax Preparation Team	
CPA: Phone: Email:	Assistant: Phone: Email:
Appraisal Team	
Tangible Property: Phone: Email:	Real Property: Phone: Email:
Business: Phone: Email:	Business: Phone: Email:
Other	
Name: Phone: Email:	Name: Phone: Email:
Name: Phone: Email:	Name: Phone: Email:



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Which Client Care Program Model to Implement

There are plenty of reasons to offer a Client Care Program for our estate planning clients. Normally, when estate planning attorneys consider reasons to so offer, the thinking centers of benefits to the attorney and his/her firm:

- Compensated for “simple questions” (we normally won’t bill)
- Annuitize client base
- Create a client community
- Generate referrals
- Retain first-of-mind status for probate/trust administration work

But that is not the true place to start. We start by examining **why our clients would be interested** in an estate planning firm that offers a Client Care Program. That list is expansive:

- Avoid charges for simple questions
- Avoid charges for simple amendments to legal documents
- Annual written review of estate plan
- Annual meeting to review estate plan
- Continuing education on legal and tax issues
- Client Care Workshops
- Continuing privileged access to legal team
- Free to call with questions concerning estate plan
- Audits of current estate plan and asset alignment
- Community engagement
- Access to legal documents/Health Care Directives 24/7
- Discounts on additional legal work
- Relationship formed with legal team
- Books, whitepapers, podcast episodes and other legal, tax and financial media

There is absolutely no reason for a client to pay an annual fee to enroll and remain in your program unless she finds continuing value, year after year. That can be a real challenge for you and your team. The results, however, can be rewarding. From our experience at The Sheppard Law Firm, **we attract clients because we offer a client care program.**

A very real danger with a client care program is that it consumes so much of your and your team’s time that new client work, the bread and butter of your firm, gets pushed aside, creating frustrations. Consequently, you must determine how much of a time and resource commitment you are willing to make to launch and maintain your program.

Some client care proponents suggest that the revenue from the program itself can and should grow to levels sufficient to pay your general overhead. This would presumably be made up with only A+ clients, your firm devoting a significant amount of resources to provide service to those clients, and charging them a high, premium fee. The danger in such a program is that it requires a major mindset shift on the part of your clients, paying a premium annual fee for a service that, until encountering your model, they used to consider as a one-time every ten years transaction.

The other end of that spectrum is to offer a bare bones Client Care Program.

In this module we’ll consider what levels of service you wish to offer, and what resources you’ll need to make it happen.

NAME:

DATE:

OVERARCHING GOAL TO ACHIEVE CLIENT SATISFACTION

NUMBER OF ESTATE PLANS ALREADY ENROLLED _____

OBSTACLES TO CLIENT CARE PROGRAM

NUMBER OF ESTATE PLANS ADDED ANNUALLY _____ PROJECTED _____

CLIENT CARE SERVICES MY FIRM ALREADY INCLUDES

VALUE SCORE

SERVICES TO BE INCLUDED IN CLIENT CARE (12-24 MOS)

VALUE SCORE

WHO'S RESPONSIBLE

TIME COMMITMENT

TIME/VALUE SCORE

WHO'S RESPONSIBLE

TIME COMMITMENT

TIME/VALUE SCORE

SCORING A: EXCELLENT // B: POSITIVE // C: MODERATE // D: NOT WORTH IT

OBSERVATIONS

NAME:

DATE:

OVERARCHING GOAL TO ACHIEVE CLIENT SATISFACTION

NUMBER OF ESTATE PLANS ALREADY ENROLLED _____

OBSTACLES TO CLIENT CARE PROGRAM

NUMBER OF ESTATE PLANS ADDED ANNUALLY _____ PROJECTED _____

CLIENT CARE SERVICES MY FIRM ALREADY INCLUDES

VALUE SCORE

SERVICES TO BE INCLUDED IN CLIENT CARE (12-24 MOS)

VALUE SCORE

WHO'S RESPONSIBLE

TIME COMMITMENT

TIME/VALUE SCORE

WHO'S RESPONSIBLE

TIME COMMITMENT

TIME/VALUE SCORE

SCORING A: EXCELLENT // B: POSITIVE // C: MODERATE // D: NOT WORTH IT

OBSERVATIONS

NAME: DATE:

OVERARCHING GOAL TO ACHIEVE CLIENT SATISFACTION
 RELATIONSHIP AS OPPOSED TO TRANSACTIONAL
 FREE TO CALL WITH QUESTIONS
 FEEL WE HAVE THEIR BEST INTERESTS AT HEART
 NOT NICKLED AND DIMED
 CONTINUALLY EDUCATE ON RELEVANT TOPICS
 KEEP UP WITH FAMILY DYNAMICS

OBSTACLES TO CLIENT CARE PROGRAM
 NEED A+/RIGHT FIT CLIENTS
 NOT ENOUGH MANPOWER
 KEEPING CLIENTS INTERESTED
 CONTINUALLY PROVIDE VALUE
 LOGISTICS WITH LARGE # OF CLIENTS
 PROMOTION OF SERVICE

NUMBER OF ESTATE PLANS ALREADY ENROLLED 820+

NUMBER OF ESTATE PLANS ADDED ANNUALLY 80-100 PROJECTED SAME

CLIENT CARE SERVICES MY FIRM ALREADY INCLUDES	VALUE SCORE
ANNUAL UPDATE/REVIEW	B
CLIENT PORTAL	A
QUESTION SUPPORT	A
SIMPLE AMENDMENTS	A
SERVICES TO BE INCLUDED IN CLIENT CARE (12-24 MOS)	VALUE SCORE
ELITE MEETING W/FAMILY	A
ELITE CLIENT DINNER	A
LOOM DOCUMENT REVIEW	A
MORE WEBINAR EDUCATION	A

WHO'S RESPONSIBLE	TIME COMMITMENT	TIME/VALUE SCORE
HILL, BARNETT	1HR/CLIENT	B+
BARNETT, TECH	15MIN/CLIENT	A
STAFF	10MIN/CLIENT	A
ATTY/STAFF	30MIN/CLIENT	A
WHO'S RESPONSIBLE	TIME COMMITMENT	TIME/VALUE SCORE
ATTY	1HR/CLIENT	B
ATTY/STAFF	20MIN/CLIENT	A
ATTY/STAFF	30MIN/CLIENT	A
ATTY/STAFF	10MIN/CLIENT	A

SCORING A: EXCELLENT // B: POSITIVE // C: MODERATE // D: NOT WORTH IT

OBSERVATIONS

MOST OF CLIENT CARE SERVICES ARE FUTURE-ORIENTED IN THE SENSE THAT SPENDING TIME, MONEY AND EFFORT NOW DOES MORE THAN THE ANNUAL FEE, IT CREATES A LIFETIME OF VALUE AND FIRM REVENUE. THIS PROGRAM IS CRUCIAL TO OUR FIRM'S SUCCESS.



Loom is an online recording software that allows users a platform to record their computer screen, audio and face camera simultaneously all while storing it on their website. Loom also allows for quick, easy editing and publishing to share with as many people as you would like.

THE COST

Loom has both a free and paid account option, with the paid account starting at \$8 a month. The free and paid accounts both have many great features that can help improve your firm's front and back stage.

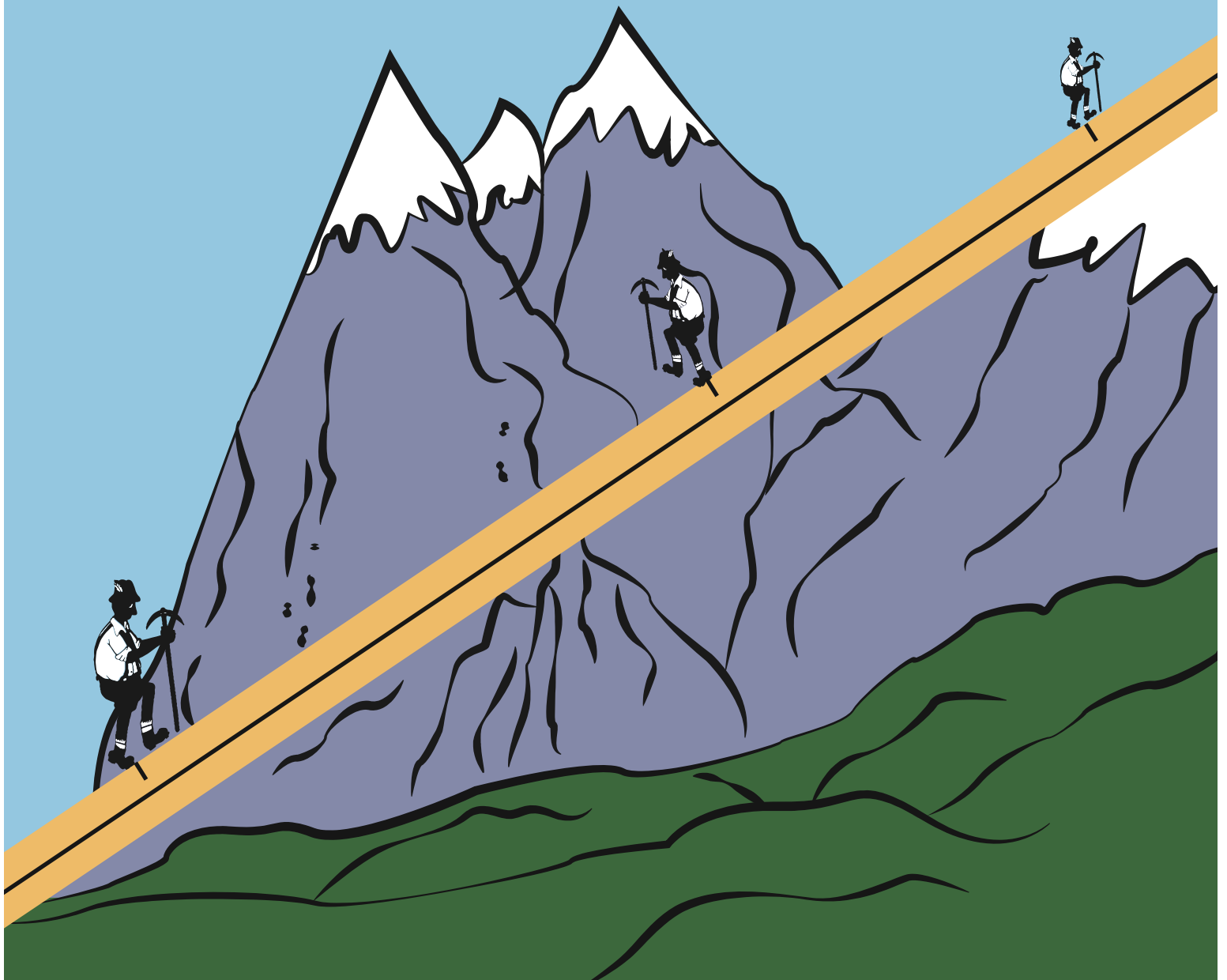
FRONT STAGE

- Differentiating Yourself in the Marketplace
- Simplify the Complex
- Personalized
- Always Available
- Showable
- Efficiency

BACK STAGE

- Training Videos
- Efficiency
- Communication

DON'T MEASURE:
Overwhelming - Frustrating - Hopeless - Daunting



MEASURE:
Achievement - Results - Excitement - Motivation

TAKEAWAYS

KNOWLEDGE BASE

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