

# PAULY LAW OFFICES, INC

PERSONAL, PROFESSIONAL ESTATE PLANNING IN YOUR OWN HOME OR BUSINESS

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*"IF YOU DON'T HAVE A PLAN FOR YOUR ESTATE,  
THE STATE DOES"*

## 10 WAYS TO PROFIT FROM ESTATE PLANNING

1. Become invaluable. To buck the trend toward turning your services into a commodity, you need to demonstrate value. Everyone is looking for an edge to distinguish themselves from their many competitors. Many of the most savvy financial consultants have already discovered that proactively playing a role in the client's estate planning process can provide that edge.
2. Learn what you need to know. In the estate planning process, the client must disclose all of his assets, including those the financial consultant may not have known. This gives the financial consultant an opportunity to simplify the client's affairs by consolidating those additional assets. Indeed, we have seen numerous instances where the client has chosen to consolidate their assets as part of the estate planning process. Make sure you plan their estate before someone else does.
3. Keep that relationship. Another key concern of investment professionals today is how to retain the account after the client dies. Your involvement in the client's estate plan greatly increases the likelihood that their heirs will be working with you later. This likelihood is even greater where lifetime trusts are established for the children. These trusts offer enormous benefits, such as creditor and divorce protection for the inheritance. They can also pour the investment accounts directly from the parents' trusts to the children's trusts, thus ensuring continuity with the financial consultant.
4. Keep the funds in the account. Estate planning minimizes the liquidity trap. This trap can occur when the client has a taxable estate but has not planned with insurance to pay those taxes. Remember, the taxes cannot be paid from their real estate holdings or family businesses, so the investment account is often the first item to be liquidated where there is no insurance.
5. Find more opportunities. Estate planning provides the opportunity to identify additional client needs, such as long term care insurance or "second-to-die" insurance. Clients are more likely to buy products to meet these needs when the recommendation is seconded, where appropriate, by the estate planning attorney, a financially disinterested third-party professional.

6. Keep more funds in the account. Estate planning can protect the inheritance from nursing home expenses. It is now common to see a surviving spouse liquidate over \$100,000 a year for her care because there is no long-term care insurance and the inheritance was not in a lifetime trust to protect the assets.
7. Keep control for the client and you. If the investment account avoids probate through a living trust, this usually means the heirs get control of the account sooner, and with the help of good advisors. This is far preferable to an immediate liquidation into an estate account or checks written directly to the heirs.
8. Keep the account during disability. As many as half of your clients may have a period of disability before they die. Planning with a trust allows for the client's hand-picked back-up trustee to step in automatically and continue to maintain the account with the financial consultant. Failure to plan risks conservatorship proceedings. Here, the court will appoint someone to look after the incapacitated person's affairs. One of the first things the conservator will do will be to consolidate the client's investments with the financial consultant that the conservator chooses.
9. Minimize IRA taxes, and keep the account longer. With proper planning, IRA's can be "stretched-out" to continue for the lifetime of the children or heirs. The financial consultant is in a prime position to demonstrate to the family how to continue the IRA so that it is not liquidated on the death of the parent.
10. Become a trusted advisor. Today's planners have to pursue every effort to build the client relationship and to maintain client loyalty. Assisting the estate planning process is not only mutually satisfying and rewarding, it's the right thing to do by your client.

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