



Multi-Generational Wealth Counseling



**Even when your
numbers match
up, loyalty isn't
guaranteed.**



There is a phrase in estate planning that you should know. You may have a way of describing it already. Many advisors have experienced it many times over. It's called the “**grab and dump**” and it goes like this:

You work hard to build your client's estate—investing time and energy to get the numbers just right so he, or she, can feel at ease. In the process, the client has opened up about their life. You realize some red flags about the wealth being squandered, but that's not your place. Your client finalizes their estate plan and goes away with a sense of relief that this task is completed.

After some years, and a couple more phone calls to fine-tune their plan, your client passes away; then comes the next generation. They don't know your hard work, only that you hold the money. They come. They appreciate the windfall. They grab the assets and leave, never to return.

When financial resources are viewed as the primary consideration in an estate plan, your services are not seen as valuable beyond the assets and distribution.

95 percent of children fire their parents' advisor after receiving their inheritance. (Vanguard, 2014)

**There's a noble
alternative to consider.**

As your client's beneficiaries move on with their assets, you likely wonder what they will do—and how they will turn out.

Will they squander the money? Mismanage hard-earned assets? On an optimistic day, perhaps they handle everything beautifully. Rightfully so, you have concerns that what happens next will not be what your client expected.

You want to serve them and know you can help. But the long-term relationship you valued comes to an unsatisfying end.

What if you could also serve the beneficiaries—helping them to be responsible stewards of their resources and avoid the heartache which can come from mishandling an inheritance?

There's a noble alternative to consider. It's the Personalized Estate Design process. This values-oriented and highly personal method helps you become the family's trusted Multi-Generational Wealth Counselor.

**Personalized Estate
Design sets the stage
for an entirely different
conversation.**

In the Personalized Estate Design (PED) process, your client reflects on what is most important to them, including their upbringing, relationships, hopes, concerns, and causes.

What follows is an estate design specifically tailored to address the uniqueness of your client and their beneficiaries. It's a thoughtful process that makes them feel valued and understood through the personal application of their five life "capitals".



Financial Capital

assets, material possessions



Social Capital

personal relationships, focus on others



Human Capital

character, personal makeup



Spiritual Capital

religion, faith in God



Intellectual Capital

knowledge, wisdom

**When your client is
valued and heard,
the door opens to the
long-term stewardship
of their legacy.**

Life circumstances and complex relationships can cause clients to become “stuck” and not know where to start when constructing their plan. But that all changes with the right process.

The PED process turns what is commonly viewed as a reluctant task into a time of deep contemplation and discovery that instead brings clarity to an *inspired legacy*.

By gaining an intimate understanding of your client’s vision for their estate and long-term purpose for their wealth, you create a natural barrier to the grab-and-dump behavior.

When guiding your client through this process, your client will be specifically asked whether they wish to have you involved in the protection and stewardship of their legacy. By going beyond the numbers, clients will naturally want your continued involvement built into their estate plan.

That’s how Multi-Generational Wealth Counselors are made.

Step 1: Promote the process



Client-tailored resources help you promote the Personalized Estate Design (PED) process in a professional and appealing manner.

Step 2: Engage your client



A training guide, videos, and other materials support you through the entirety of your client's value-based discovery process.

Step 3: Design their legacy



A client binder and chaptered curriculum create a clear road map for designing your client's personal legacy in a meaningful way.

Step 4: Serve as a Multi-Generational Wealth Counselor



Online resources and training opportunities empower your growth as a Multi-Generational Wealth Counselor for your current and future clients.

It's time to look at the 'big picture' of estate planning. Get started today. TrusteeServicesGroup.com/EstateDesign



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