The Ultimate Estate Administration Procedures Training Package

Getting More Estate & Trust Administration Clients

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GENERATING MORE
EA CASES HAPPENS
FROM LIFETIME
RELATIONSHIPS WITH
YOUR EP CLIENTS



Setting the Stage Early On

- Lay the foundation early on about what is involved to administer the plan once they pass and why to use your firm
 - Discuss the EA services that you offer
 - Can be helpful for marketing/closing EP clients
 - "We have helped administer X trusts after people have passed away. We know what works and what does not."
 - "Who is best to show your loved ones how to drive your Trust vehicle than the firm who built the car?"
- While doing Estate Planning seminars or other forms of Estate Planning marketing (e.g. internet, newsletter), discussing and setting up an estate plan for clients

Setting the Stage Early On

- Prompt your EP clients to see you if something happens (incapacity, disability or death)
 - Provide a Trustee Manual at the time they set up their estate plan (more on this later)
 - Offer a free consultation with the Trustee (use a certificate)
 - Include a checklist or steps in their EP Portfolio Book



Bringing Clients Back in for Reviews Every 3 Years

 Our system for bringing in clients every 3 years to review and update their trust has been instrumental to the volume of EA work we have now!



- Also generate substantial EP work and client referrals
- As a practice matures, become less dependent on new pre-planning revenue



Bringing Clients Back in for Reviews Every 3 Years

- Clients will see you as their lifelong estate planning lawyer
 - Who to go to for updates/changes
 - Who to go when questions arise
 - Who their family goes to when something happens to them
- See EXHIBIT 1 (Article: "Free Checkup Meetings Generate Lots of Revenue")

How to Bring Existing Clients Back In

• **STEP #1:** Introduce the 3-Year Review when they first consider our services and engage us ("Free Service Package")

Service Package")

 STEP #2: Send out a postcard notice when they are due for a 3-year checkup meeting (EXHIBIT 2)



How to Bring Existing Clients Back In

- STEP #3: Outbound telephone call (if they don't book from postcard)
 - EXHIBIT 3 Scripts for Calling Clients for 3-Year Review Meetings
 - EXHIBIT 4 3-Year Review Caller Results Log
- STEP #4: Overdue Client Reviews get a letter from attorney with another follow-up phone call
 - EXHIBIT 5 Sample 3-Year Review Letter
 - **EXHIBIT 6** Estate Plan Review Brochure



Even If You Don't Engage Any Updates, ALWAYS BE SELLING!

- Upsell to other types of planning, products
- Ask for referrals
- Ask for Google reviews
- Ask about any groups, clubs or organizations they may be a part of
- Refer to affiliated professionals (e.g. financial advisor)



Even If You Don't Engage Any Updates, ALWAYS BE SELLING!

- Get updated contact information
 - Mobile phone numbers (and opt-in for text messages)
 - E-mail addresses (and opt-in for newsletter and other e-mail announcements)
 - Contact information for kids and trustees
 - Information about estate size and net worth
 - Other information about client
- Solidifies the relationship (for the future!)
- See our complete <u>Client 3-Year Review Marketing</u>
 <u>Package</u> for more details

Present Successor Trustee Seminars!

- Most clients and their Successor Trustees have no idea what to do when the Trustor becomes incapacitated or passes away
- A seminar specifically for your clients and their Successor Trustees has major benefits
 - Opportunity to introduce yourself to the Trustees and to clients' friends who you encourage them to bring
 - Introduce estate planning benefits to Trustees
 - Get clients in for review/updates to their plan
 - Sell Successor Trustee Manuals (more later)



Present Successor Trustee Seminars!

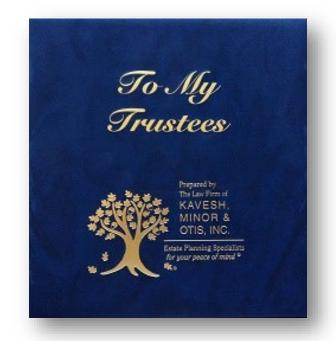
- Can start holding every quarter and then scale back to 1-2x per year
- Better for these seminars to be in-person (trust and rapport building)



- EXCEPTION: One of the best seminars for webinars
 - Some of your clients' Successor Trustees are out of the area or working professionals
- See EXHIBIT 7 for more details on our <u>Successor Trustee</u>
 <u>Seminar Package</u>

Our Successor Trustee Manual

- Plain-English Manual written for the consumers
 - Checklists of actions
 - DO's and DON'Ts
 - Helps eliminate unnecessary calls and e-mails
- Certificate inside drives Successor Trustees back to the law firm for their free Trustee Consultation
- Helpful during the EA process (more on this later!)
- See EXHIBIT 8 for more information our <u>Successor</u> <u>Trustee Manual Package</u>

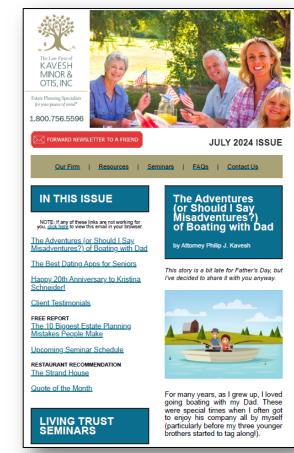


Regular E-mail Newsletter

- Having regular communication with clients to stay top of mind is one of our leading marketing strategies
 - Not too salesy form of marketing
 - Keeps people informed of law changes and any updates
 - Use articles to create calls to action (client reviews, what to do when something happens, how to avoid Probate, and more!)
- We send out our e-mail newsletter every month
 - Every other month or quarterly is better than nothing or sporadic e-mail newsletters

What Do We Have in Our Newsletter?

- Personal Story
 - Doesn't have to be EP related
 - Photos are very popular!
- Celebrity Story or Current Events
- Standard in Every Newsletter
 - Seminar schedule, free report download, highlighting of 2 or 3 Google reviews (and request for review), recommendations (restaurant, movie, recipe, book, etc.), monthly quote, holiday hours/wishes
- See EXHIBIT 9 for a sample client newsletter







Developing Referral Relationships and Educating Your Referral Sources

- CPAs, Financial Advisors, Real Estate Agents, and Attorneys (including estate planning attorneys!)
- Direct, private "marketing" to them
 - May be able to ethically split fees with attorneys
- Continuing Education Seminars
 - Discuss some of the top mistakes people make during an administration
 - Make sure that you keep "WIFM" in mind



Multi-Disciplinary Practice with Financial Planning and Accounting/Tax Prep

- Having an affiliated advisor located in the same building or suite can help solidify the relationship
 - Financial Advisors and CPAs
 are bringing back clients regularly (at least annually)
 - They will constantly be reminded of their affiliation and relationship with you



Train Your Affiliated Professionals to Refer to You

- Train these advisors on how to potentially identify key estate planning issues that should drive your mutual clients back to you for additional planning
 - Family issues
 - Change in assets
 - Haven't had a review in 3+ years
 - Other planning needed
- And EA cases when they find out a client has passed away!

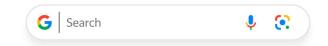


PPC Advertising with Google Ads

- KEY: What kind of words will consumers use to search for Estate Administration?
 - DEFINITELY: Probate, Administer Living Trust,
 Administer Estate
 - MAYBE: Living Trust After Someone Passes Away, Trust Administration, Estate Administration
- What will your call to action be?
 - Might not want all leads to be able to book a consultation with you
 - Consider a triage system to work as pre-qualifier



PPC Advertising with Google Ads



- Might want to drive them to download a brochure or free report (capture leads/emails with minimal commitment)
 - Can create an e-mail "drip" campaign that can continue to drive content and information to leads
 - Future potential marketing for estate planning services (including newsletter, seminars)
- Hire an outside Google Ads consultant or contractor that can help you get these ads up and monitor effectiveness
 - See **EXHIBIT 137** for more resources

Asking for Referrals ("AFR")

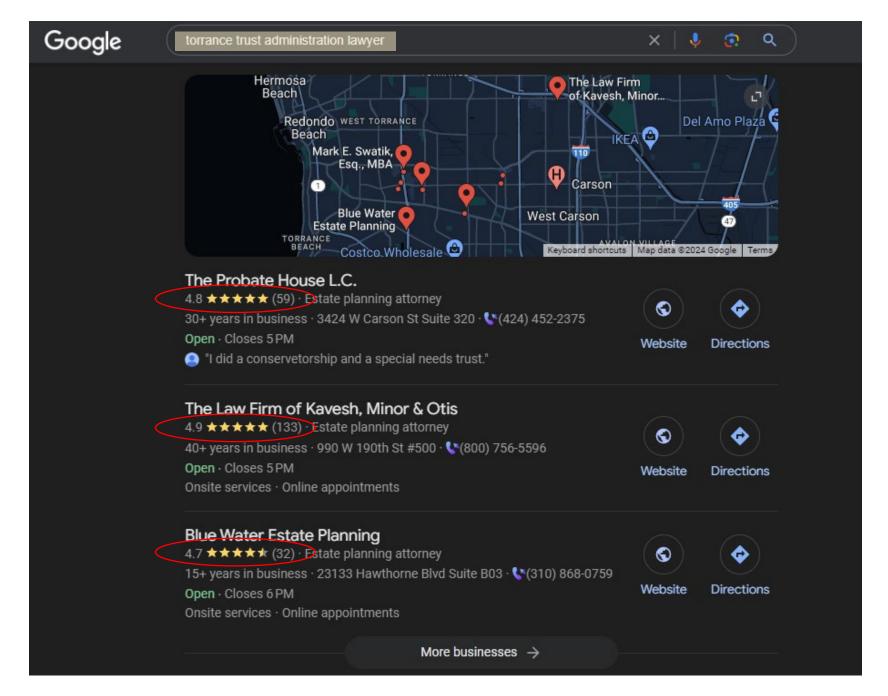
- Asking your own clients for referrals
 - Current EP clients
 - Clients finishing up EA process
- Ways to AFR
 - Face-to-face (particularly at 3-year review or signing/closing meeting)
 - E-mail newsletters
 - Seminars
 - Google Reviews



5-Star Google Reviews



- Accounts for 15-20% of how your firm's website shows up when people are searching for your services
- May wish to request clients to use certain key words "estate administration" or "administered my parent's Living Trust" in their review





Your Website Content and Keywords

- Content is still king when it comes to your website!
- If your firm's website is not coming up first on a Google search of estate planning/administration services in your area, take a look at some of the websites that are ranked higher
 - What type of words or webpages do they have?
 - Dedicated pages for Probate and Administration?
 - Geographic keywords?

FINAL TIP WORTH CONSIDERING: Changing Your Firm Name

- Or using a State Bar permitted DBA
- Especially if your firm specializes in Probate, you may wish to consider rebranding your firm to reflect this (city or state)











