“DRAFT”  
LINKS ARE INEFFECTIVE

Senior Estate Planning Concierge Service Guidebook

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Complete Estate Planning, LLC

CEPTAR

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A Profitable Senior Estate Planning Concierge Service

Introduction

The Challenge:

The timing has never been more favorable for starting a senior estate planning concierge service business, as the senior population is growing at the rate of 10,000 boomers turning 65 each and every day. Most of those seniors have a strong desire to remain independent and stay in their own homes as long as possible. They want to preserve and protect their estates for their own use and then pass it to their heirs in the most efficient and effective way possible. This has created a strong demand for senior estate planning concierge service businesses that help seniors live securely and independently.

By the year 2020, one out of five Americans – over 80 million people – will be a senior citizen. The over-85 population is expected to grow even faster, thanks to improved health care, reaching an estimated 10 million by 2020. With this dramatic increase in America’s senior population comes an ever-growing demand for all the services seniors need as they age.

The problem is that most seniors don’t know where to turn to access high quality estate planning. Most are intimidated by the thought of going to an attorney. They don’t know what to expect, and they don’t know if it will be the right attorney or if the costs will be too high. Estate planning is not something they do every day. Yet getting a Will or a Living Trust may be the only time they ever encounter an attorney.

Most seniors avoid anything, either by luck or by intent that would get them involved in serious legal matters. In regard to estate planning, they have no idea of what it is about, or what kind of questions they will need to answer. How often have you heard the expression, “I don’t want to think about my own death!” You know that is just a cover. There isn’t a senior alive that hasn’t shown at least a little concern about how their affairs will be handled if they should become incapacitated or if they die.

The Solution:

All over America, smart entrepreneurs are starting senior service businesses to serve the fast-growing senior population, with the services they need to stay independent, safe, confident that their assets are safe, that their estate is in good order, and happy in their own homes. Most senior service businesses are small home-based operations, and many are started with a tiny investment – often just a few hundred dollars.

A modest start-up cost matters for most folks thinking about starting a small service business. Banks and other funding sources are reluctant to lend money for a brand-new business, and when they do, you can bet the interest rates they charge are steep. That’s why it makes sense to focus on a senior service business that can be started on a slim budget, as this one is.

There are in-demand senior service businesses that can be started on a shoestring and require no formal training to start. First, as soon as they become seniors, generally around the time they retire, conditions in their lives change dramatically. They have more time to contemplate things. Their incomes are derived from a different source. Their tax situation may change significantly. And very often, they are now realizing that they are not immortal. This leads to their being more open than ever before to creating an estate plan.
As seniors age, they require more help to maintain a comfortable lifestyle, and often need assistance with everyday activities like preparing meals or housekeeping. Next, they may need a senior helper, or concierge, to run errands, drive them to medical appointments, or do grocery shopping. Then, as seniors age, they develop issues with balance, mobility and eyesight, making them more prone to falls and other potentially life-threatening in-home injuries. They need someone to help make their home safe to live in.

Finally, there comes a time when seniors want to downsize and move from a larger home they may have lived in for 30 or 40 years to a smaller residence or a senior care community. Most seniors in their 70s and 80s need help, so hiring a senior move manager can make their move stress-free. As the seniors progress through the various stages of life as a senior, their situations often change significantly relative to their estate planning.

Adjustments for care and for passing the estate may have to be made. Estate Planning is not a “one time and it’s done” affair. It is a continuous effort. When they were younger, they might have reviewed their estate plan every five years. In their senior life, the plan should be reviewed every single year.

If you’re exploring the senior estate planning concierge service business, this guidebook will give you the information you need to make a smart decision about whether this business might be right for you. It’s important to do your homework before making a big decision like this, and this guide can help you do just that.

Do you have what it takes? It takes a special person to work with seniors. They require more patience, understanding and compassion than younger folks, but the rewards are great, and the job satisfaction is high, because you can make a genuine difference in a senior’s life – every day! So if you are a caring person with a big heart, read on to discover more about whether a senior estate planning concierge service business is for you…

Senior Estate Planning Concierge Service: A seniors age, they need more help with many of the daily activities that younger folks take for granted, such as running errands, pet care, grocery shopping, driving to appointments, household management, and dozens of other tasks. There are senior care service providers who offer to provide assistance with those daily activities. In fact, those service providers are very good referral sources for your senior estate planning concierge service. To provide assistance to this rapidly growing population of seniors requires a special person called a senior concierge.

The term “concierge” comes from the French comte des cierges, or keepers of the keys. Traditionally, the concierge worked in a hotel or luxury apartment building, assisting the guests or tenants with their every request. Today, concierges assist seniors by doing what their clients are too busy or unable to do themselves. In the senior estate planning concierge service, you will often be acting as an “advocate” and perhaps as a “representative” on behalf of your senior client.

A good concierge is a capable, resourceful problem solver who is happiest when helping their clients with whatever challenge comes their way. About 50% of the senior estate planning concierges in the U.S. and Canada are women, and 50% are men. A senior estate planning concierge can also benefit the children of seniors, the “sandwich generation,” who also have to work and raise their own children.

With help from a senior estate planning concierge, their concerns about their parents’ estate matters can be relieved, rather than having to deal with those responsibilities themselves. This is much less stressful for both seniors and their adult children. Furthermore, it is not uncommon for a Senior Estate Planning Concierge to assist the adult children of the senior client with their own family’s estate planning needs.
According to concierge industry insiders, personal concierge services have become a multi-billion dollar industry, with steady growth and great prospects for the future, especially in a recession-proof niche like senior estate planning concierge services. As boomers become seniors and move into their “golden years,” their needs and abilities change. While they know they need to manage their estates effectively while they are alive and to prepare a plan for the future, they realize that they simply can’t do it all, due to lack of experience and knowledge of the subject, and there may also be mobility and health challenges.

This creates a golden opportunity for those who can provide assistance to seniors in need. A senior estate planning concierge service can keep you as busy as you wish, whether you live in a smaller community or a big city. It requires no formal education or expensive training, just a dozen or so hours of training in basic estate planning, common sense, organization, honesty, compassion for elders and above all, a can-do attitude. You will also need to have access to a wide variety of resources, including computer, Internet, legal, accounting and other support services.

A senior concierge service can be started with very little money – if you have a car, a lap top computer and a cell phone, you’re almost there. The rewards of being a senior estate planning concierge are great – not just in dollars and cents – but in helping seniors live better lives by helping them enjoy their peace of mind and their independence as long as possible. That’s priceless.

Another reward is that you’ll have a flexible schedule to allow you to balance your everyday family life with your client’s needs and projects. Rates for senior estate planning concierge services range from $18 to $50 per hour nationally. With rates of $18 to $50 per hour of billable time, you can see it’s possible to earn a solid income of $36,000 to $100,000 per year, depending on the rates where you live, and how many hours you work.

Best of all, a senior estate planning concierge service is a recession-proof business. People retire, they grow old and require your help and services regardless of what the national economy is doing. In addition, there is no expensive training or college classes required, as you can earn while you learn. As a concierge and an advocate for your clients, you do not need to have a license. You will not be practicing law. You will not be providing tax advice.

You will not be providing medical services. You will not be selling life insurance, health insurance or securities and you will not be providing investment advice. You will, on the other hand, be acting on behalf of your client, in some cases acting as their advocate or proxy, to help them to find the appropriate service providers among the aforementioned specialties. If you’ve just heard about the senior estate planning concierge business, you probably have a few questions before you’re ready to get started. Here are some of the most commonly asked questions:
Top FAQ’s about a Senior Estate Planning Concierge Service Business

1. What does a senior estate planning concierge do?

“Concierge” is a French term for a personal assistant. In recent years, personal concierge services, especially for seniors, have become a multi-billion dollar industry. A concierge assists their clients by helping them do what they are too busy or unable to do themselves. As seniors age, they develop other interests that can significantly occupy their time. As long as they are able, they will want to do all the travelling they always wanted to do. When they become older, perhaps health and mobility issues will arise, and they have to turn over many tasks, to a senior concierge. This growing need for assistance has created a golden opportunity for those who can provide this assistance to seniors in need.

Another “hat” that a concierge might wear from time to time is that of acting as an “Advocate” on behalf of the client. The fact is, you are being compensated by the client, and not by a service provider. In other circumstances you may also be acting as your client’s “proxy” or as your client’s “representative”. If there is any role that is as important as “concierge”, it is to be an “Advocate”, because in the complex world in which we live, there needs to be a special person who can act on behalf of the client, sometimes as a shield from certain types of professionals, advisors or sales people who are representing for the most part their own interests and their own products and/or services, and not necessarily the interests of the client.

2. What hours do you have to work?

As you are an independent service provider, you have a lot of control over your own schedule. Most of your jobs will be during normal working hours during the day, but there may be occasional evening work, depending on a client’s needs. Most senior estate planning concierge services encourage their clients to schedule meetings during the day by charging higher rates for evening and weekend work. If you only want to work 20 hours a week, or prefer to just work in the mornings or afternoon, you can usually arrange that with your clients.

3. How much does a senior concierge get paid?

A senior estate planning concierge typically might charge between $25 and $80 an hour. Rates are often higher in larger cities and lower in small towns, where the cost of living is lower. At these rates, it’s possible to earn a solid income of between $50,000 and $120,00 a year, depending on where you work, for a 40-hour work week. The national average is around $30 per hour, which is $60,000 per year.

4. Do you need insurance?

Yes, you will need liability insurance and auto insurance coverage for business use of your vehicle. You may also need to have additional insurance coverage if you transport your clients. Be sure to check with a local multi-line insurance agent to find out what is required in your town.

5. What are the most in-demand senior estate planning concierge services to offer?

That depends on each individual client. For example, virtually every senior client will need to have an advance directive, sometimes referred to as a living will. They will also need powers of attorney. Usually they will need one power of attorney for health care matters, and one for personal assets, including bank accounts, brokerage accounts, etc. In many cases, there will be a need for a revocable living trust. Seniors especially need to consider whether they should have a Medicaid Qualifying trust. They may also want special trusts for their heirs who might be spendthrifts or have special needs.
Many senior clients have special issues, so they need help dealing with them. One local senior estate planning concierge enjoys helping seniors “de-clutter,” and sort through all the “stuff” that can accumulate over 30 to 40 years. Another senior estate planning concierge specializes in helping seniors who are veterans to get services they may not realize they are entitled to obtain as a veteran. Another specializes in working with younger family members who live at such a distance away that caring for the parent’s personal matters may not be feasible. For some seniors who no longer drive, there may be a need to find an escort to get them to medical appointments, social events and church services.

6. Is a senior estate planning concierge service expensive to start?

On the contrary, a senior estate planning concierge service is very inexpensive to start, as the only three essentials to begin are getting a basic education on estate planning, a reliable vehicle, a laptop computer and a cell phone, preferably a smartphone. You will be able to get your basic education on line. There are also mentors available who can assist you in determining what specific training you will need. Done properly, all your training can be acquired for under $300, and if you join a proper membership organization, it can cost much less. You’ll need printed marketing materials of course, such as business cards, flyers and brochures. By using affordable online printers like vistaprint.com or uprinting.com, you should be able to get everything printed for under $300. To save even more on printing, visit retailmenot.com and type in the name of a printer to find additional discounts. Today, for example, you might find a 40% discount coupon for business cards and another for 40% off any other printed items such as flyers or brochures.

7. What if I’ve never done this before?

Many of the tasks done by a senior estate planning concierge are tasks we all do regularly, such as making lists of assets, compiling names and addresses of family members, etc. The most important qualities of a successful senior estate planning concierge are a can-do attitude, common sense and caring and compassion for seniors. Being a senior estate planning concierge is all about people, so the ability to be a friendly listener and have a cheerful smile is important as well. If you are not sure how to do something, be honest with your client and say so. The best thing you can do is join a membership organization that can provide to you access to all the resources you will need. If you are clueless about computers, you may need to take a basic course in how to use a laptop and how to work on the Internet.

8. Are there free ways to advertise for new clients?

Yes, there are. Word of mouth is a proven method. When you do a good job for a senior client, they will tell their friends. A flyer or brochures at the local senior center will bring in new clients, as will a free ad on Craigslist.org. If you have over-55 communities in your area, see about running a small classified ad in their monthly newsletter offering your services. After you’ve been in business for two or three months, contact your local newspaper, as they might want to run a human interest story about your service, or at least publish a free new business announcement.

9. Is specialized training required?

This is a learn-by-doing profession, so if you are a caring person who enjoys helping others, and you have some computer savvy, you have what it takes to begin. A good start-up guidebook will help, but just working every day with a variety of seniors and their current needs for estate planning will do more to help you become a pro than anything else.
10. What’s the difference between a senior estate planning concierge service and a senior legal service?

A senior legal service is actually one of the resources that you will have access to as a senior estate planning concierge. You cannot practice law. Only licensed attorneys can do that. But you can help the client to find a qualified attorney. You can also prepare all the data that will be needed by an attorney to prepare documents. The best way to do that is by using an online service, to facilitate the sharing of the information with the selected providers. While the estate planning document preparation can be a profitable business, seniors often need more personal assistance than just documents. A senior estate planning concierge service typically offers between 10 and 20 additional services to their clients. For you, that means more work and more income in your pocket. In addition, clients are willing to pay a higher rate for “concierge services” than for just pure “data preparation.” Again, more money in your pocket.

11. Is there really a lot of work for a senior estate planning concierge?

There are almost 50 million senior citizens in the U.S. and that number is growing by 10,000 new seniors each and every day. Most of them will need constantly changing assistance as they age, and will be grateful if they can find a reliable, honest, caring senior estate planning concierge in their area. That could be you. If you’ve dreamed of starting and running a profitable business that improves people’s lives, and are a caring person, take the first step by reading our step-by-step guide How To Start a Profitable Senior Estate Planning Concierge Service.

A Profitable Senior Estate Planning Concierge Service Business [http://mysepc.com](http://mysepc.com)
THE MARKETING OPPORTUNITY

As we have said earlier, 10,000 baby boomers will turn 65 – every single day between now and the year 2030. Add that to almost 40 million seniors in America today, and you've got a lot of customers for a senior concierge service. By 2030, there will be over 70 million Americans over 65 – one out of every five Americans!

Those older folks will live longer and have more money to spend, thanks to an era of prosperity during their working years. As seniors age, they need more help with many of the daily activities that younger folks take for granted, such as running errands, pet care, grocery shopping, driving to appointments, household management, and dozens of other tasks.

To provide that assistance to this rapidly growing population of seniors requires a special person called a senior concierge. The term “concierge” comes from the French *comte des cierges*, or keepers of the keys. Traditionally, the concierge worked in a hotel or luxury apartment building, assisting the guests or tenants with their every request.

Today, concierges assist busy executives, couples with two incomes but no free time, individuals and seniors by doing what their clients are too busy or unable to do themselves. As this book cover illustration shows, a good concierge is a capable, resourceful problem solver who is happiest when helping their clients with whatever challenge comes their way. About 70% of the personal concierges in the U.S. and Canada are women, and 30% are men.

A senior concierge can also benefits the children of seniors, the “sandwich generation,” who also have to work and raise their own children. With help from a senior concierge, visits to their parents can be more about quality time together rather than having so many responsibilities to deal with every visit. This is much less stressful for both seniors and their adult children.

According to concierge industry insiders, personal concierge services have become a multi-billion dollar industry, with steady growth and great prospects for the future, especially in a recession-proof niche like senior concierge services.

*Are you ready to customize with your business name?*

As boomers become seniors and move into their ‘golden years’, their needs and abilities change. While they prefer to stay in their own homes as long as possible, they realize they simply can’t do it all, due to mobility and health challenges. This creates a golden opportunity for those who can provide assistance to seniors in need.

A senior estate planning concierge service can keep you as busy as you wish, whether you live in a small community or in a big city. It requires no formal education of expensive training. You just need basic training in Wills and Trusts, and the ancillary documents that usually accompany an estate plan. You also need at least a laptop computer or iPad, a car and a smart phone. You then just have to have common sense, organization, honesty, compassion for elders and above all, a can-do attitude. A senior estate planning concierge service can be started with very little money.
Business printing, such as business cards, advertising flyers and forms can be created inexpensively at your local copy shop or from the online printers. You’ll also find forms in the back of this book for your own use. You will certainly need to have an email address and a phone number.

The rewards of being a senior estate planning concierge are great – not just in dollars and cents – but in helping seniors live better lives by helping them enjoy their independence as long as possible. That’s priceless. Another reward is that you’ll have a flexible schedule to allow you to balance your everyday family life with your client’s needs and projects.

Rates for private senior concierge services range from $25 to $80 per hour nationally. Rates are higher in large cities and lower in the smaller towns and rural areas where the cost of living is lower. With rates of $20 to $80 per hour of billable time, you can see it’s possible to earn a solid income of $40,000 to $120,000 per year, depending on the rates where you live, and how many hours you work. Best of all, a senior estate planning concierge service is a recession-proof business. People grow old and require your help and services regardless of what the national economy is doing. In addition, there is no expensive training or college classes require, as you can earn while you learn.

Of course, you should not expect to earn the maximum when you’re just getting started. Most concierge service providers report that it takes about a year to become well known and in demand in the community. Before making the decision to start your own senior estate planning concierge service business, it’s wise to take a good look at your personal strengths and weaknesses to see if this business really makes sense for you. Consider asking your spouse or partner, as well. Here are the questions you need to ask yourself:

1. Are you a caring, compassionate person?

Your clients will be senior citizens, some with health conditions, who require patience and understanding. Also, because many are home-bound, they may be socially isolated and need a friendly listener and a cheerful smile.

2. Are you an energetic person?

Whether you are a part-time senior estate planning concierge or full-time, running a business is hard work. You need to be ready to work occasional 12 – hour days, work odd hours when necessary, and answer phone calls from clients, service vendors and prospects day or night.

3. Are you motivated?

You will need to stay motivated after the initial excitement of launching your new business wears off and the day-to-day grind sets in. Of course, knowing you’re the boss now, and are earning an independent, growing income will help strengthen your motivation!

4. Are you organized?

Being able to manage your time well, and all the other aspects of your new business are critical to your success. You’ll find tips and advice in the chapters that follow that help you to get – and stay – organized so you can get more done in less time with less stress.

5. Are you a people person?

A senior estate planning concierge service is all about people, from clients to prospects and others, such as professional service providers, that you’ll manage from time to time. If you’d rather be playing video games than meeting a new person, you may want to consider another business. But if you can handle the
occasional cranky client or vendor and keep smiling, you’ll do well in this business.

6. **Are you a self-starter?**

When you start your own business, it's up to you to make things happen. There is no more boss to turn to – it’s just you and another deadline or appointment. From scheduling to organizing, you’re in charge, and the project won’t get done until you dig in and do it! Again – the rewards are great – for example, when you land a new client or get a grateful note from a client’s kids who love what you’ve done for their mother or dad.

When you develop your list of concierge services, take some time to think about your skills and your comfort zone. For example, if you don’t have experience organizing a move for a senior, don’t offer that as a service until you’ve assisted on two or three moves, or worked on one as an unpaid volunteer to gain experience.

Another approach is to be honest with your client, telling them that “I’ve never don’t that before, but I’m willing to help and learn”. That’s the “can-do” attitude common to all successful senior concierges. Think of a new project that may be unfamiliar to you as a challenge, not an insurmountable obstacle.

Another option is to find a capable service provider who has the experience to do the job well, such as a senior relocation specialist or a home repair handyman. You’ll learn how to find the best ones in chapter 6. Here are the top twelve in-demand services provided by senior concierges today:

**Specific Instruments involved in Estate Planning:**

In order for you to become qualified, you will need to take at least a basic course in estate planning, so you will have a better comprehension of these documents. At this stage, however, you just need to know the use and intention of the various tools. This first group of 9 instruments will apply to as much as 90% of the client applications you are likely to be using. This is just a brief commentary on each item.

1. **Last Will and Testament (LW&T)**

The fact is that over 60% of adults don’t have a Will. That is true for many seniors as well as younger adults. Just as important is that even those who have a Will do not have one that reflects their current circumstances and intentions. It is important to go through your standard questionnaire with every client at least once a year, or at any time when there has been a significant event in the client’s life situation. An example might be when a child goes through a divorce, and the Will names the divorcing spouse as a possible heir.

A Will is the traditional way to provide instructions in regard to passing an estate to a spouse and to heirs. It also provides the opportunity to name a guardian for children who are minors. There are many Things you will learn about Wills that most people don’t know. That will be covered in your training.

2. **Advance Directive (AD)**

The Advance Directive received national attention when Terry Chiavo was kept alive for lack of such a document. Today, all hospitals and emergency medical personnel will ask if their patient has an Advance Directive, so they will know what treatment is to used, or not to be used. Another term for such
instructions is “Living Will”. The original Living Wills were designed to tell the family members about what was desired in regard to end of life planning. Advance Directives are now fashioned according to state law, and are aimed at the medical service providers, including doctors and all others, and they carry the legal terminology appropriate under the circumstances.

3. Powers of Attorney (P/A)

It is a given that when a person creates an estate plan with either a Last Will or a Revocable Living Trust, they will also be given powers of attorney, naming someone to be able to act in lieu of the grantor of the power. There are generally two documents: one for personal health care and one for assets and legal matters. These powers are generally useful when the grantor of the power is incapable or unavailable to make decisions. These powers are only used during the lifetime of the grantor, because the powers cease upon the death of the grantor. In fact, some powers of attorney will cease in the event the grantor becomes incapacitated. That is why you need to check to see if the powers of attorney that the client has granted contain a clause stating that the power will endure if the grantor should become incapacitated. The is known as a “durable power of attorney”.

4. Revocable Living Trusts (RLT)

The Revocable Living Trust has become the instrument of choice for almost all clients who have accumulated any assets that would pass through probate. One of the most significant benefits of a Living Trust is that any assets that are put into the trust will not go through probate upon death. Furthermore, even if the client becomes incapacitated, there are provisions in the trust for the successor trustee to continue to control and manage those assets.

5. Medicaid Qualifying Trusts (MQT)

Provisions for securing assets so that they won’t be considered available for the use by the grantor to pay for custodial care or other such services when one needs to qualify for benefits such as Medicaid can be included in a Living Trust or there can be a separate trust created for that purpose. This issue is so prevalent that there is an entire discipline dedicated to handling the issue, and it is called “Elder Law”.

6. Qualified Terminal Interest Trusts (QTIP)

Very often second marriages will occur, and it is not unusual that both spouses have children from their prior marriages. Sometimes one of the spouses has considerably more assets than the other. In that case, the client with the most assets might want to make sure in the event of death that the surviving spouse has the use of those assets to produce income or enjoyment while they live, and then upon the survivors death, the assets will pass to the heirs of the first spouse to die.

There are reasons to set up a trust to assure that this happens, and a by-product is that it also avoids transfer taxes, if any. The trust is also known as a QTIP Trust. It qualifies for the unlimited marital deduction, meaning no gift or estate tax, and the assets remaining in the trust at the second death (the terminal interest) will go to the heirs of the first spouse. QTIP provisions can be included in a Living Trust, or in a Will, or there can be a separate trust established for this purpose.

Special Needs Trusts

7. Spendthrift Trusts (ST)

It is not uncommon to have one or more children who are not proficient in handling money, or perhaps
even incapable of any financial responsibilities. Provisions to care for these children is usually contained in a Will, Living Trust or a separate Spendthrift Trust. This is one of the most common issues among families with more than one of two children. It is not necessarily a reflection on the particular child’s capabilities. Often it is even preferred by those children that they would not have the burden of having to manage investments or assets that might be handled better by professionals.

8. Special Needs Trusts (SNT)

Here again, provisions for the care of a “Special Needs Child” can be included in a Will, Living Trust or in a separate “Special Needs Trust”. Many professionals who are involved with families that include one or more “special needs children” will recommend the early establishment of a separate special needs trust. The reason is that the child may already qualify for certain government benefits, which may continue as long as the child does not have any significant assets or streams of income.

The type of trust needed is a fully discretionary irrevocable supplemental needs trust. That means the trustee has full discretion to use the assets and its income for the benefit of the child, but only for those needs that are not being satisfied, or would be satisfied, by any government benefits program. The benefits may not only be cash benefits. They can also be medical services and prescription medications or treatments, all of which can be extremely valuable.

The many programs available for children with Down’s Syndrome, Autism and other conditions that require special treatment have become so important that it would be very prudent to make sure that the child qualifies for them, and that nothing is done that would disqualify them. The trust that is established should only use assets for these “supplemental” needs that might include things like attendance as special events like football games, movies or other entertainment. It might include a special leather jacket, or just about anything else that Medicaid or some other source will not buy.

9. Irrevocable Life Insurance Trusts (ILIT)

Most life insurance policies are owned by the insured. Sometimes a spouse of the insured owns it. There are reasons, however, to have a separate trust apply for the policy and own the policy. The fact is, any life insurance benefits that are owned by the insured would be included in the estate of the insured. Any life insurance benefits owned by a separate irrevocable trust would not be included in the estate of the insured. Whether that is important usually depends upon the size of the estate, when you include the life insurance death benefits.

Currently each person has an exemption from federal estate taxes amounting to $5,640,000. If the estate is ever going to come close to that amount, including any life insurance death benefits, then an ILIT is a good choice. There are other reasons to set up an ILIT, and among them is when the policy is to be used in business circumstances, such as key man insurance, buy-sell arrangements or stock executive compensation plans.

ADVANCED TRUSTS AND OTHER TOOLS

Not everyone you speak with may need anything beyond the trusts that we have just described. Nevertheless, you should be on the lookout for situations where certain families have important concerns about handling the protection and preservation of their assets. The following are some of the important

1. Dynasty Trusts (DT)
Baby Boomers in particular have accumulated significant assets to the extent that many of them want to preserve these assets for not just their immediate children, but for other generations. In particular, they believe that there can be a trust that can function like a Family Bank for future generations to create a source of capital for both personal and business needs. Sometimes these assets were accumulated by the trust grantors, and sometimes they will use permanent life insurance policies on family members to create very large estates for this purpose.

The fact is, a Dynasty Trust can be created on its own, or it can be created within a Revocable Living Trust. It is a very flexible document, and can include things like protecting assets for the heirs against claims of creditors, divorce, litigation or other perils that could destroy an inheritance. Everyone who creates a Revocable Living Trust should also be made aware of the opportunity that they have to protect their children’s inheritance by adding a Dynasty Trust provision for their children.

2. Asset Protection Trusts (APT)

In recent years there has been a trend among business owners, doctors and other professionals, and anyone else who might have exposure to potential litigation, to establish “nest egg trusts” to protect any of their assets that they may feel could be lost in the event of a lawsuit. These people are usually in a profession or business that is prone to litigation. You potential client for this type of trust is not the person who has been sued, or is being sued, because by then it is too late. Your client does, in fact, have no known creditors or others who might want to sue them, and they are currently “clean” in that regard.

Technically, these trusts are called “Self-Settled Spendthrift Trusts”, because the grantor is the one who might be sued in the future. Laws in more than a few states have been created specifically with regard to this type of trust. Not every state has favorable laws, but it doesn’t matter. The trust will be set up in the most favorable trust, depending upon the circumstances.

3. Qualified Personal Residence Trust (QPRT)

Sometimes people have a home they would like to give to their children. If they have large estates, they may want to remove the home from their estate before they die. Using a Qualified Personal Residence Trust, they can transfer ownership of the home to their children and remain in the home during their lifetimes. Due to the increase in the Unified Estate and Gift Tax Credit to over $5 million each, there are fewer of these trusts being done. However, there may be other reasons why parents want to transfer their homes while they are alive, so you should be aware of this as an option.

4. Charitable Trusts (Private Foundations)

For many years wealthier families have established Charitable Trusts, as one of the options under the rules for private foundations. A trust is one form of private foundation. Another option is a not for profit corporation under various state laws, which actually have no stockholders. Usually these are established as relatively passive organizations, and do not perform charitable services or activities in the community. They are most often operated as a grant-making organization, providing funds to other charities or educational institutions. You will run into these from time to time, and it is good to know who in the community are running them. They can be of significant assistance to you in your marketing efforts.

5. Charitable Remainder Trusts (CRT)

These trusts have been around for years and are one of the best income and tax planning vehicles available to anyone who is doing estate planning. Charitable Remainder Trusts are famous for helping
people avoid capital gains taxes upon the sale of highly appreciated property, including real estate and securities, among the many assets that can be used in this type of planning. In addition, there is a partial tax deduction for making a gift to a CRT, even though the trust will make payments to the donors, usually for their lifetimes.

6. Charitable Gift Annuities (CGA)

Although technically a Charitable Gift Annuity is not a trust, it has similar characteristics to a Charitable Remainder Trust. In exchange for a given amount of money, say $10,000, a charity can agree to provide a lifetime income to the donor. The donor receives a partial charitable tax deduction for making the gift, and a part of the payments to the donor/beneficiary will be tax free. This is a very attractive tool, and is used very often by both large and small charities. The benefits are very attractive, especially to seniors who need to generate more income than they are currently getting on bank CD’s and bonds.

OTHER ISSUES AND CONCERNS

Protecting Assets – Producing Income

Seniors are bombarded by various solicitations regarding their retirement planning, social security, insurance, annuities, investments in mutual funds and stocks and bonds, health insurance, buying gold and silver. So much information is thrown at them every single day that they often feel intimidated and are afraid to seek advice. Seniors are especially big targets for these different products and services. Most seniors can detect a sales pitch when they hear one. But some are not prepared to say NO to some of the people who are selling investments and insurance. They can be very vulnerable.

If you are not properly licensed, you cannot sell securities, render investment advice, tax advice or offer insurance and annuity products. But that doesn’t mean that you can’t play a very significant role on behalf of a client. You can actually act as a shield. Just like a very good secretary can shelter an executive from over-bearing sales people, you can shield the senior client by screening potential service providers. By understanding the client’s fears, aspirations and temperament you can actually represent the client in these matters.

This will appeal to certain senior clients. They can actually hire you to be their proxy in regard to meeting people or searching for the products and services that the client needs. You can contract with them either on an ad hoc basis or on a retainer basis, depending upon the scope of the engagement. Many seniors will feel blessed to have an advocate who is on their side of the table. In spite of whether some service provider works on the basis of a commission or on a fee for service, it is hard to say that they are on the same side of the table as the senior client.

Record Keeping

New technologies have been introduced that make it possible to archive and preserve information about virtually everything the client owns and wished to protect. There are dozens of documents, from birth certificates to Wills and Trusts that should be identified and recorded in a safe place.

It is important that you make this service available to senior clients and any other clients that you serve. The peace of mind given to clients and their families is well worth the small price they pay for you to assist them with organizing all of their important information. There are thousands of stories about what the families go through just to find the details regarding bill-paying, passwords, online memberships, estate planning documents and so much more.
Here are some of the essential documents, accounts and types of information you should organize and have at the ready before setting up your record keeping system. Your checklist should include the following:

- Important Contacts
- Important & Official Documents
- Financial Accounts & Assets
- Home & Vehicle Information
- Identification documents
- Digital Estate & Asset Information.

The “CEPTAR” Membership Organization

You should join a membership organization that is designed and dedicated to supporting people who serve as the senior estate planning concierge and advocate on behalf of their clients. The dominant organization in this field is CEPTAR. Membership in this organization is open to your clients as well as to you and to the professional service providers who offer the products and services that clients need.

There is a central theme: everything is focused on the client and the benefits the client should derive from having access to a wide range of services; you as the concierge and advocate for the client are the key to the client’s successful outcomes. CEPTAR means “Complete Estate Planning – The Advocate’s Resource”. Its purpose is to give you access to the full array of software, planning resources, service providers and other tools and techniques to help you do your job on behalf of your clients. The price of membership is small compared to the benefits you will derive.

CEPTAR is a membership organization composed of Senior Advocates who act as concierges for Seniors needing support in every aspect of the management and planning of their estates. The member performs a very unique function as their senior clients’ concierge to assist in finding, implementing and managing a wide variety of strategies, tools and techniques, depending on their client’s specific needs.

CEPTAR Members have access to a range of resources, including: software systems for planning, record-keeping and other services; experts in all aspects of estate planning and estate management; services in the law, insurance, investments; communications and networking with other members throughout the country; and proxy relationships with other groups who have complementary services.

To learn more about membership in CEPTAR, go to: http://completeestateplanning.network and click on the CEPTAR link in the navigation bar.

Complete Estate Planning LLC

We’ve talked about how technology has revolutionized many industries. For people who need to be driven to a destination, the Internet, the GPS system and a unique business model were mixed together to form a solution called UBER. Complete Estate Planning LLC (CEP) has in essence done the same thing. CEP’s technology allows virtually anyone to have access to high quality estate planning. With UBER there are drivers and there are riders. The driver has a simple task, which is to take the rider where they want to go. They already know where they want to go, they just need the means to get there. The driver and the car are the means to get there.
For estate planning, you are the driver and your computer is the car. The technology is the Complete Estate Planning Platform. Using the Complete Estate Planning Platform, you help the client not only clearly define where they want to go, but you take them there by preparing all the information that will culminate in a complete estate plan.

You will find that many of your clients will be baby boomers, most of whom are competent with computers and online programs. For these folks you may just need to guide them to the CEP Platform and let them complete the data questionnaire. For older clients, you may need to conduct the interview yourself and input the data for them. If you go through the CEPTAR estate planning training program, you will have experience with the system and will be able to handle the entire process for a client.

**WHAT SHOULD YOU CHARGE**

You should charge an hourly fee when you are assisting clients to create their own estate plan. There are basically two types of basic estate plans: Last Wills and Testaments, and Revocable Living Trusts.

All the other types of trusts are additions to the basic estate plan. There are typical fees, in terms of hours, that may be charged for the basic plans. You will choose your own hourly rate, probably somewhere between $25 and $80 or more per hour.

Your time charges may fall somewhere in these ranges:

- Last Will and Testament: 2 to 5 hours
- Revocable Living Trust: 3 to 7 hours

You should advise your clients that your charges do not include any charges there will be for document preparation or for legal services. Your function is to organize the client’s information in such a way that it will dramatically reduce those other fees. The time you spend may vary depending upon what provisions you need to add to these instruments such as spendthrift trusts, Medicaid qualifying trusts, QTIP’s, etc. You don’t need to determine whether these items will be required. The platform will do that for you, by asking all the right questions.

In addition to your hourly charges, if you are a trained CEPTAR member, CEP will compensate you for assisting the client as their advocate. The fee paid to the advocate is generally 20% of the fee for the plan.

The fees for the plan may change from time to time. These fees are in addition to your regular hourly charges for assisting the client. Currently here are the fees for the various plans:

<table>
<thead>
<tr>
<th>Type of Plan</th>
<th>Fee for Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>One Person Last Will and Testament</td>
<td>$295</td>
</tr>
<tr>
<td>Two Persons Last Will and Testament</td>
<td>$495</td>
</tr>
<tr>
<td>One Person Revocable Living Trust</td>
<td>$795</td>
</tr>
<tr>
<td>Two Persons Revocable Living Trust</td>
<td>$995</td>
</tr>
</tbody>
</table>

As you can see, the fees are very attractive and competitively priced. Even when you add your own hourly charges, your client will very likely be saving money compared to the fees that are regularly being charged in your community.

When you visit the web site at [http://completeestateplanning.com](http://completeestateplanning.com) you will notice that there are
additional options for a client to hire an attorney who is part of the network to either simply review the document for compliance with state statutes, or to fully assist in the drafting of the legal documents. You will be trained to help the client determine if the additional legal services are appropriate. You will not be compensated on any portion of the fees that are for legal services, since most state laws prohibit that, and unless you are an attorney, you are not entitled to any portion of the legal fees.

The fees for the other types of trusts will vary significantly from one state to another. Those fees will be disclosed to you based upon where you are planning to establish your practice.

We also recommend that you charge an hourly fee for annual reviews and any specific projects your client requests. Furthermore, an annual retainer should be charged if you are assisting in the record-keeping function for your clients.

**STARTING YOUR BUSINESS**

Before you can legally start your new business, there are several steps you’ll need to complete. Here are the basic requirements:

- Choose your legal form of business.
- Pick a business name.
- Obtain a tax ID number and business licenses.
- Business insurance.
- Set up a bank account.
- Set up a record-keeping system.

Most senior estate planning concierges are sole practitioners and prefer to keep their business small and simple. Others, attracted to the higher income potential, hire employees to do most of the actual work and focus on managing the business.

While it’s true a larger senior estate planning concierge service can generate a substantial income, there is a lot of work involved. You have to hire and manage employees, handle endless administrative tasks, and spend less time out and about actually helping senior clients. It’s up to you to decide which direction to take.

**Legal form of business …**

If you intend to have no employees, a sole proprietorship makes sense. If you envision two or more partners, a partnership or limited liability corporation (LLC) could be a good choice. Most new small businesses are choosing the LLC format, as it’s easy to set up (most states have free downloadable forms) and does not require a separate tax return to be filed.

**Sole Proprietorship**

This is the easiest legal form of business to set up, but has limited legal protection. The business operates under your personal social security number, and federal taxes are paid as part of your 1040 tax return.

**Limited Liability Corporation (LLC)**
These are popular because owners have limited personal liability, management flexibility and pass-through taxation (taxes are also paid as a part of your standard 1040 return).

Pick a business name

Start by making a list of several possible business names that best describe your new senior estate planning concierge company. Be sure to pick a name that suggests what your company is all about, as that name is the first impression a prospective client will have.

For example, Affordable Senior Estate Planning Concierge Service tells a prospect what you do as well as suggesting that your fees are likely to be within their budget. Adding the name of your town tells prospects your service area, as well as make it easier for the search engines, such as Google, to find your website when you set that up. Here are a few ideas to get you started:

- Your Advocate
- Comprehensive Planning
- Once and Done
- Your Legacy Assured
- The Forever Plan
- Plan from Home
- “Your City” Senior Estate Planning Concierge

Be sure to choose a name that is easy to spell and remember. Before you make your final selection, get feedback from family or friends.

Do they like it? Could it be improved? After you’ve chosen a name, verify that you can use the name. Start by checking to see if the name can be used as a domain name. You’ll need a website containing your company name to help customers and prospects contact you online and learn more about your services. One of the services we have used a lot is Weebly. You can have several free websites there, and their design function is about as easy as it gets. In addition, you can get a free domain name when you sign up for web site hosting at Bluehost. Bluehost offers 24/7 telephone help with U.S based customer service folks.

Next, check with your county clerk’s office to see if your proposed business name is in use by anyone else. If you plan to use an LLC legal structure, check with your state’s corporate filing office or Secretary of State.

Do a federal trademark search (free, at USPTO.gov) of the name you’ve chosen to ensure no one else is using the name, or if your use of the name would confuse someone, or if the name is “famous”. Now that you’ve made sure your chosen business name is available, it’s time to register the name. In most cases this is handled by your local county clerk’s office.

File for licenses and permits

Start with the IRS, as you’ll need the “Employer Identification Number” or EIN, when you apply for other licenses, permits and a bank account. Visit the IRS web site at wwwirs.gov and enter “Form SS4” in the search window.

Next, you can choose to print the application form, or apply online. Applying online is much faster, and
you can actually get your EIN when you’ve finished filling out the form!

After you have the EIN, apply for a local (city or county) business license. They may ask how many employees you intend to have. If you plan to use a home office, they are concerned about traffic and parking issues. Just tell them that customers or employees, if any, will never visit the office – it is only for management work, such as bookkeeping.

**Business Insurance**

Business insurance provides financial protection for your new senior estate planning concierge service business. You can make sure any potential liability is covered by an insurance umbrella. When you are providing services in client’s homes, almost anything can, and will happen. Working with an insurance broker is usually advised, as they can provide quotes from several companies for the different types of insurance you will need.

**General Liability**

This type of insurance covers damage to a client’s property, libel and slander, slip and fall claims and other risks.

**Non-owned Auto Liability**

If an employee causes an at-fault accident while driving on the job, you’re covered. For example, if you are driving a client in their car to a law firm appointment and hit a pedestrian.

**Professional Liability**

For senior estate planning concierge service, this insurance covers damages from improper care or absence of proper care. For example, a fall while assisting a client up the stairs, or a fall because you were not helping the client down the stairs, while at their home.

**Workmen’s Compensation**

This insurance is mandatory in 49 states and covers on the job injuries. This insurance protects employers from lawsuits caused by workplace accidents, and provides compensation for lost income and medical care to employees injured in workplace accidents or caused by work related illnesses. Most states have a government sponsored plan that is usually cheaper than private workman’s compensation insurance. If your state does not, always get at least two quotes for this insurance.

When you’re getting started, you will be asked to estimate your payroll to determine the insurance premium. It is generally best to use a low estimate until you have actual numbers, as your initial deposit is based on the estimate. While you may have heard it’s best to classify your employees as “independent contractors” to avoid workman’s compensation insurance, don’t do it unless they have an actual business license and insurance.

The IRS and the court have tough standards for determining whether a person is an employee or an independent contractor. The courts call it the “right to control” test. If the hiring person controls the way the work is carried out, such as hours worked or which client to visit, the relationship between the parties is employer/employee. An additional test: if a person depends on a business for steady income, they are an employee. If the employer has no authority over how a person does their work, that person
could be an independent contractor.

**Taxes & Accounting**

There are three types of taxes you’ll be responsible for as a business owner, employment taxes, income tax and self Employment tax. If you do not have employees, you generally do not have to pay employment taxes, but just a self-employment tax. It’s a good idea to visit a tax pro, such as an accountant, to learn just what taxes will be required for the type of business you plan to start. They can also advise you what information they will require to help you at a time, such as a profit and loss statement. To keep accounting costs low, you should do as much as possible yourself. Today, most accounting software for small businesses has gone online, and is called “cloud” software, as it is web0hosted rather than from a program installed on your computer. This allows the software company to easily update programs to reflect changes in tax laws and other regulations.

A small senior estate planning concierge business does not need a high-powered expensive accounting system, but something that is simple enough to be easy to understand and use. It should also be capable of generating invoices for your clients, and reports needed by your accountant or tax professional. It’s up to you to choose the best one for you. Here are some current favorites:

**Fresh Books.**

This cloud-based accounting program is considered one of the best invoicing solutions available, which is important for any senior estate planning concierge service business with dozens of clients to bill regularly. It even includes time tracking, so you can easily add billable time to an invoice. You can also add auto-billing and automatic payment reminders and thank you notes!

Like most, they offer a free trial period so new users can see if they like the program before spending any money. Their pricing is based on the number of clients you invoice. Because it is web-based, there are no downloads or installations and it is compatible with all operating systems as long as you have internet access.

Fresh Books is very easy to use, a big plus for non-accounts. The setup is simple and quick, and the interface is easy to figure out and logical. Help is available online and by phone.

**GoDaddy Bookkeeping.**

This software, formerly called Outright, is more user-friendly than most accounting programs. It’s more of a bookkeeping program aimed at small businesses that just need to account for income, expenses and taxes. The company was started by two guys who worked at Intuit, the parent company of QuickBooks, to offer a simpler solution for small business owners who didn’t know much about accounting, but needed to have accurate data for their taxes.

This software is also cloud-based, so there are no downloads, and you can access your account anywhere you have an internet connection, even on your iPad or smartphone. The cost is quite affordable – currently about $100 per year.

Like all the other cloud accounting programs, you can link your accounts, such as bank accounts, credit cards, PayPal and even your eBay seller account. Then it automatically downloads the information daily. Of course, it can create and send invoices to customers, and has a great built-in time sheet, so you can track billable hours to a specific client and send an invoice based on those hours.
Unlike most of the other online programs, there is no extra charge for additional clients. Whether you have two clients or two hundred, the cost is the same. To learn more, visit: www.outright.com

**QuickBooks Online.**

Everyone has heard of Quicken, which as been available since the mid-80s, followed by QuickBooks. It is the Big Dog of accounting software, and used by thousands of companies.

QuickBooks Online has a 3-tier pricing plan, and a 30-day free trial. The basic “Simple Start” plan includes invoicing and estimates, as well as all the normal accounting features. The “Essentials” plan adds an accounts payable function to track and pay bills. The “Plus” plan allows subscribers to track inventory and generate 1099 forms.

The software is web-hosted, so no downloads or installation is required, and is compatible with Windows and Mac OS X operating systems. Setup is easy and quick, and includes several how-to videos. There are a huge numbers of features available to users, but the less-used ones are kept in the background for regular users.

Because it is more complex than the other programs I’ve mentioned, there are a few challenges, and a steeper learning curve. For example, when you send an invoice, it automatically includes a “Pay Now” button, which requires you to use the Quicken electronic payment system. Guess what? That system is more costly than other options, such as PayPal.

Another problem is poor support. Long wait times for phone support are common, and online support is spotty. This could improve however, so check a few online reviews before signing on with them. Do a web search for “QuickBooks online community forum” to find out what others currently think.

**YOUR BUSINESS PLAN**

Although many business experts insist that a business plan is essential to starting a small business, that’s not always true. For every business that fails because of poor planning, there are five that never succeed because of too much planning.

The secret of a successful senior concierge business is providing the services that people want to buy. A business plan can’t tell you that, but real customers can. Instead of wasting a lot of time and energy coming up with a business plan, just start talking to your potential customers to find out what they need and figure out how to give it to them.

Regardless of how much planning you do, it’s only a hunch - an educated guess about how well your business will do. The danger is, by spending too much time on planning, you’ll have less energy/time/money to try new ideas. The secret is to test your ideas as quickly and cheaply as possible, then improve and refine them.

And speaking of cheap & quick, here’s a way to do a very simple business plan for your new senior concierge business. If you plan to borrow money from a relative or friend - the most common source of funding for small startup businesses - do an “executive summary” business plan to show them you’ve done your homework. It should cover just the business plan basics, with an overview of the business, a market analysis with a look at your competition, and an estimate of your first year's sales. It assumes that you will not have employees or buying or leasing property or equipment. Here’s a sample:
“TOM JONES SENIOR ESTATE PLANNING CONCIERGE SERVICE”

YOUR BUSINESS PLAN

Business Overview: Tom Jones Senior Estate Planning Concierge Service is a new senior concierge service based in Provo, Utah, specializing in seniors. The business will cover the greater Provo area. Our customers are seniors who need a variety of services to remain independent.

Market Analysis: The demand for reliable, cost-effective senior estate planning concierge services has been growing in the area for several years as the town's senior population continues to grow. There are only two other local senior concierge services in the area that don't actually compete in estate planning, and we believe there is ample room, due to our growing senior population, for another reliable senior concierge service, especially since it is complementary to the other services.

Marketing Strategy: The marketing strategy of Tom Jones – Senior Estate Planning Concierge is to provide dependable and exceptional services to seniors and their out-of-town children who have a regular need for concierge services. This will insure that the business will have a regular, steady income from repeat customers. The second part of our marketing strategy will be to gain customers who need concierge services occasionally, such as anyone who realizes their current estate plan is out of date and they are planning to do some extensive travelling over the next year.

First Year Goal: Based on the size of the local senior market and the fact that Tom Jones Senior Estate Planning Concierge will be a one person business, our sales projection for the first year is $60,000. We plan to build our customer base through direct contact with prospective customers and word-of-mouth referrals from happy customers to continue to grow our service as demand grows.

Free help to start your new business

There is a free resource available to help start-up companies, including senior concierge businesses. SCORE is a government program that taps the experience and brainpower of retired business owners to help new owners get off to a successful start. If you find you need a comprehensive business plan to get funding for your new courier business, SCORE can help you with that as well. To find the nearest office, visit: score.org.

Once you have picked a business name, and checked to make sure no one else has claimed the name, you can print your business cards, flyers and forms. Check with local suppliers, such as your favorite office supply store, or online printers, like www.gotprint.net, www.psprint.com, www.uprinting.com and www.vistaprint.com.

Setting Fees

The fees for your senior concierge service depend on your local market. If you live in a small town, you will earn less than a concierge doing the very same tasks in a big city. That may not seem fair, but higher fees in the city are needed to pay for things like expensive parking, rent and other services.

The first step in setting your hourly fees is to do an Internet search for concierge services in your area to see what others are charging. This gives you a general guideline of what you may be able to charge. Also keep in mind that a senior concierge charges less than a concierge who specializes in helping busy executives. That is not to say that you cannot do both. If you are serving both seniors and executives, you can and should establish a higher schedule for your Executive Estate Planning Concierge Service. The
work of a senior concierge is usually not as demanding, and, to be honest, most seniors don’t have the high income of a corporate executive to be able to afford premium fees.

It is best to have one hourly rate for your services, rather than several, unless you are also serving executives, to avoid confusing your senior clients. Another approach that works for many concierges is to find out the rates for specialized services, such as managing a senior relocation service.

In general, senior relocation services charge quite a fairly high hourly rate – often twice the senior estate planning concierge rate – so you can raise your prices and still be a bargain compared to the relocation service. Many seniors who have worked with a senior concierge services for months or years know and trust them, and might prefer to have you handle their estate planning tasks.

It’s best to set a minimum for your work, so your clients know they need to have enough work to keep you busy for that time, say two hours, for example. You can specify that in your service contract. It’s also a good idea to leave a printed notepad with your name and phone number so your clients can make a list of tasks for you before they call, to ensure there is enough work for your minimum.

**Package Pricing & Surcharges**

Many senior estate planning concierge services offer a “package” to their regular customers. It’s a win-win, as you get paid up front and know in advance how many hours you’ll be booked. Your customers save a bit (10 percent is the standard “package” discount) as well.

One service offers a “gold” package for $100 a month that covers two monthly phone “catch up” calls, one quarterly visit, and one annual review. The “diamond” package, for $180 a month, adds two more hours per month, and includes the record-keeping service that is available to CEPTAR members.

You can also offer a basic discount package, priced by the total number of hours. For example:

**$150 – Up to 5 hours per month**
**$195 – Up to 8 hours per month**
**$245 – Up to 10 hours per month**

Another option is offering your regular customers a ten percent discount if they exceed a certain number of hours each month.

**Surcharges**

The normal hours for a senior estate planning concierge service are 8 am to 6 pm, with 24-hour notice to allow you to schedule each day in advance. If a customer needs your help after hours or during a holiday a surcharge is customary. Typical surcharges are:

- After hours during the work week or anytime on weekends - $6 per hour additional
- Holiday service - $10 per hour additional
- Rush service (within 2 – 4 hours) $20 per hour additional

Be sure to mention the additional charges when your customer calls or include it in your flyer/brochure or service agreement. If you don’t charge extra, expect frequent requests for help late in the day or holidays or on short notice. It’s customary to request that your customers schedule a project 24 hours
ahead. This gives you the ability to organize your schedule for efficiency, as well as the possibility of combining trips to save your customers some money. Most senior estate planning concierge services request 24-hour notice to cancel, with a cancellation fee if notice is not given. If you plan to do this, be sure to mention it is on your policy sheet. Some charge a flat fee; others simply use the rate for one hour of service as a cancellation fee.

**Scheduling**

To make money as a senior estate planning concierge, you have to use your time efficiently and stay organized. You also need to set goals for your own personal work schedule in order to avoid being on call 24/7 for your clients. (or whatever hours work best for you.)

Life is unpredictable, of course, so you’ll need to be flexible enough to accommodate those last-minute requests or emergencies your clients will have. After all, that’s why they are paying you. Fortunately, many of the tasks can be handled with a phone call or email. Using an online scheduling program or calendar can really simplify your record keeping, whether it’s three clients or two dozen to track. Here are a few options for a small senior estate planning concierge service.

**Appointy.com**

This free service works with Google Calendar, also free

**Setmore.com**

This is another free service, which allows up to 20 employees and unlimited appointments.

**GoDaddy.com**

Their bookkeeping service, mentioned earlier, includes free scheduling and invoicing as part of the package. Just click on the total hours, and an invoice is generated, ready to send to your client. You can even set up automatic reminders for late payers!

**Google Calendar**

If you are doing your own billing, just download the free calendar from Google ([www.google.com/calendar](http://www.google.com/calendar)) to schedule and track your hours and appointments.

**Getting Paid – Cash, Check or Credit Card?**

Most of your customers will be regulars, who use your services over and over again. If they are occasional or first time users, it’s best to get paid at the completion of each project.

Frequent customers – those who use your service often – should have the option of paying weekly or monthly. To do this, you’ll need to keep an accurate log of your time, with customer names, start and end times and mileage, if any, for each job and a list of any items purchased or out-of-pocket expenses. This can be transferred to a written receipt or invoice for your customers.

Don’t forget to keep a mileage log, so you can also have a record for your tax return, as the IRS currently allows a 55 cents per mile deduction for business mileage. A simple receipt or invoice book and a rubber stamp with your business information (available at any office supply store) will work while you're getting
started. After a while, you may find doing invoices on your computer is more efficient.

If you’re dealing with a new customer, you may want to get a deposit. Seniors are generally honest folks, so you won’t have many problems with payments. The only issue that may occasionally come up is forgetfulness – the well-known “senior moment.” As a few of your customers, due to their advanced age, get a bit absent minded, you may need to remind them if a bill goes unpaid too long.

If you set up discount packages for your regular customers, collect the full amount in advance of the month of use. Keep track of your hours, and if they go over the number of hours in the package, add the extra time to the next month’s bill.

If you are working directly with a client who is paying the bills, ask them what payment method they would prefer. Many seniors are a bit old-fashioned, and prefer to use cash or a check to pay. Many clients rely on their adult children, who may live far away, to pay the bills. For them, as well as seniors paying their own bills with a credit or debit card, you should offer a way to accept a charge card. I recommend using a credit card processor that does not charge a monthly fee as that can cut into your profits. Two companies that I recommend (and use regularly), cater to small businesses, and charge affordable rates.

PayPal.

This company is the largest online payment processor in the world, yet still offers excellent customer service. Your clients can easily pay their bill, and the payment goes directly to your account, where you can access it with a debit card, or transfer it to your bank account. [www.paypal.com](http://www.paypal.com)

Propay.

Using the Propay credit card reader on your smart phone you can swipe a client’s credit or debit card on the spot, or enter their credit card information online. [www.propay.com](http://www.propay.com)

Record Keeping

To make it easy to find and store your client records and other business paperwork, you’ll need a 2 or 4 drawer lockable file cabinet. You can find affordable file cabinets at Wal-Mart, Target, or office supply stores, or buy used for even more savings.

Keeping information about your clients, confidential and secure is a legal requirement, so store all your confidential client forms, such as service agreements, in a lockable file cabinet in a secure place.

One simple system that works well for a senior estate planning concierge service is to create a separate file for each client. It’s helpful to color code the file folders so you can easily identify current or past clients – green for current and red for past – for example.

To save money on printing when you are just starting out, buy a custom rubber stamp to personalize the forms in the back of this guide. Three line with your business name, address and phone number, is all you need. Order the stamp at any office supply store or online at [www.vistaprint.com](http://www.vistaprint.com) or [www.rubberstamps.net](http://www.rubberstamps.net). You can copy the forms in the back of this guide (for our own use only) at any copy shop. A multi-function copier/printer at our office is a real time saver, as you can make copies as needed. In addition you can print other documents, such as invoices, directly from your computer, or fax a document.
A favorite brand is Brother which offers several affordable models. Do a search at Amazon.com for “Brother multi-function printer” for discounted prices. We suggest a laser printer instead of an ink-jet printer, as a laser printer is much less expensive to operate than an ink-jet printer.

**Finding Your Customers**

A capable and dependable senior concierge is hard to find. If they are good at what they do, they will always be in demand and working as much as they choose. Once you’ve had a few clients to give you 5-star recommendations, you can expect to be busy.

But when you are just starting out, you do not have a track record or a stellar reputation in the senior community, so you will need to advertise in order to get your first clients. Here are the best ways to find clients:

**Free Ads.**

Don't waste your money on newspaper ads – there are plenty of ways to advertise for free. Many senior service businesses have found a simple ad, repeated regularly on Craigslist.org can bring in a steady supply of new prospects. Here is a sample ad you can adapt for your own use:

**Tom Jones**  
**Senior Estate Planning Concierge**

**Call Today For Help Today**

What We Do:

*Help with sourcing:*  
Wills and Living Trusts  
Advanced Directives  
Living Wills  
Powers of Attorney  
Retitling Assets to Trusts  
Working with Attorneys  
Preparation of Data Forms  
Online Record Keeping Systems  
Access to may Experts  
Free Consultation  
Call for more details!

1. **Your Business Name & Phone number.** You should also have a simple brochure to pass out to prospects as well. Have a local graphic designer put one together for you, or use an online pro from elance.com or odesk.com.

2. **Local Referrals.** Those who work with seniors regularly are the best source of referrals for your senior concierge business. Here’s who to contact:
• **Attorneys** who specialize in elder law can be an excellent source of clients, as they are often contacted when a senior has significant life changes.

• **Assisted Living Facilities.** When seniors return home after a stay in an assisted living facility, they often need assistance with everyday tasks.

• **Churches.** Pastors, ministers and rabbis deal regularly with the old and sick, and are often aware when they need assistance at home. Leave your business card and a few brochures with each pastor you contact.

• **Other senior care providers.** Introduce yourself to other care providers in your community to tap into this referral network.

• **Over 55 Communities.** Almost every over 55 community publishes a monthly or quarterly newsletter for its residents. Most newsletters also allow classified ads, so check with the communities in your area, and place an ad offering your services.

• **Networking.** Local service clubs, like Kiwanis, Rotary or the Chamber of Commerce can give your new business a big boost, especially if you have an opportunity to give a brief presentation about what you can do for seniors.

• **Word of mouth.** Satisfied clients are the best advertisement, and far more credible than any other form of advertising. Often one happy client will recommend you to several friends, who may also become clients. Be sure to leave a few business cards with clients to pass along. Don’t forget – you create satisfied clients when you provide quality service, charge fair prices and always practice the Golden Rule – *Treat Others as You Would Want to be Treated*.

• **Online Referrals.** Many seniors, as well as the adult children of seniors, now use the Internet to find a senior care provider. Your web site can help them find you 24/7.

**YOUR OWN SENIOR ESTATE PLANNING WEBSITE**

A simple website is the best way to advertise your senior concierge business. A website is the new 21st century version of traditional Yellow Pages advertising, because most prospects expect to find your business, or any other services and products, on the Internet.

If you think putting up a website is expensive, think again. The cost of hosting a website has dropped over the last few years, so today you can get high quality hosting for under $10 a month, with all the bells and whistles that used to be expensive are now included for free with hosting.

**Three Reasons Your New Senior Estate Planning Concierge Business Needs a Website**

Today, a website is an essential marketing tool for any business, and even more so for a senior service business. A simple website can help you find new customers and stay in touch with existing clients.

A website can help you build your senior service business in 3 ways:
1. Market your senior service to new prospects.
2. Educate consumers about your services.
3. Help prospects and current customers contact you.

If you’re new to building a website, make a list of what you want to accomplish before building your site. For example, do you want to make it easy for new prospects to learn more about your services before they contact you? How about a page that contains a sample service agreement that customers or prospects can read or print? Most basic senior estate planning service websites include a FAQ page that contains all the frequently asked questions and answers about your senior estate planning concierge services, a contact page with both phone and email contact information, a page listing the services you offer, and, after you have them, testimonials from satisfied customers. It can be helpful to visit other senior estate planning concierge service websites to see what others are doing as well.

If you are like most new business startups, your advertising/marketing budget is tiny. Why not harness the power of the Internet to build your business, without spending a lot of money by signing up for website hosting with one of the companies that offers not only affordable hosting services but also free help to create your website?

You may have heard about hosting companies that offer free hosting, but here’s why you should only consider paid hosting for your senior service website:

1. You can use and control your own personal or business domain name, such as “tomjoneseniorestateplanningconcierge.com”. When you have registered your domain name, you own the name, which can help your search engine visibility when prospects search for a senior estate planning concierge service.
2. Paid web hosting is very affordable, and you will get better tools and resources to help you create and maintain your website.
3. More design options. Using paid hosting will allow you to choose the best design, or “theme” for your site, instead of the limited choices from free hosting services
4. No ads. Free hosting companies may place ads on your website. That’s how they make money, even though your website hosting is technically “free”.

WordPress is another good place to build a website. Although it started as a blogging program, WordPress has now become a capable, yet user-friendly site builder that can be customized to meet the needs of almost any senior service business.

With thousands of free themes and free help from a huge online forum of users, it may be the best way to build an affordable website. In addition, there are thousands of “widgets” and “plugins” that can be added to your website to provide additional features like videos, shopping carts or customer surveys.

Even if you’re not a tech-savvy person, setting up, maintaining and adding to your site is easy enough for most users to do themselves. If you do need help, sites like elance.com and odesk.com can provide affordable, knowledgeable pros to help.

You might use Bluehost for website hosting, because it’s so easy to use, with a free domain name, 1-click automatic WordPress installation, free email accounts, and great customer service by phone, chat or email 24/7. Bluehost is a good place for your first website. Please note that this is an affiliate link and, at
no additional cost to you, we will earn a small referral fee if you decide to make a purchase. We make this recommendation only because we have used Bluehost hosting, and found their service to be exceptional.

**Sample Senior Concierge Website**

A basic website for your senior estate planning concierge service should contain five essential pages to start, and then you can add more as needed. You may adapt the information listed below to use for your own website:

---

**Home Page/Welcome Page**

The home page of your website is the first page a visitor will see. Use the welcome page to provide a brief overview of our business. Here is a sample of text you could use for your welcome page.

**Welcome …**

“Your Company Name”

*Affordable, Compassionate Help For Seniors.*

*You can trust us for senior estate planning concierge services.*

Thanks to improved technology, more seniors are gaining access to superior estate planning services at very affordable prices. Our job is to assist in finding the most economical and effective methods of obtaining and maintaining your estate plan. We make sure that your estate plan is done quickly and with little interruption to your daily routines. If there are special needs, we have access to a wide variety of resources to satisfy your needs, no matter how simple or how complex they may be.

That’s what we do!

We assure you that your plan will be maintained and adjusted whenever your circumstances change and we act as your advocate whenever it is necessary to relate to any other providers of services that may have to do with preserving and protecting your estate.

**Our Simple Mission!**

Our caring and capable estate planning concierge service for seniors helps our client that they can continue to enjoy their life style without having to worry if their Wills, powers of attorney and other documents are kept current.

To learn more about what we can offer, click on “Our Services” in the menu bar above.

**About Us Page**

*Your Company Name* was founded by *Your Name (put your photo here).*

To provide high-quality estate planning concierge services to seniors in *Your Town.*

We Respect Your Privacy … We help seniors obtain expert estate plans in their own home – at affordable prices. All information about our clients and their families is kept strictly confidential.

We are Licensed, Bonded and Insured to protect our clients. Our rates are reasonable and affordably
priced at only …………… per hour. Our rates reflect high-quality service. Shopping for the lowest price may be okay for groceries, but not the services of a trained senior estate planning concierge.

Remember - - Hiring a “bargain” concierge can be a risky decision that far outweighs the money you might save.

We are active, semi-retired people who love helping others! Mature senior helpers are more in touch with the needs and desires of seniors. They are patient and positive, with great people skills. In addition, they are dependable, honest and caring. For you, this translates into peace of mind, and the highest quality of service.

Our Senior Estate Planning Concierge Services

*Your Company Name* provides affordable solutions to seniors who need assistance with obtaining the estate plans they desire. We can help you and your loved ones with a wide variety of services, such as: Wills, Trusts, Powers of Attorney and Advance Directives.

These personalized services are available 7 days a week, and can be customized to meet individual needs. Our services are a perfect solution for seniors who want to have a plan and helps them remain independent as long as possible. Give us a call today to discuss your needs and questions. *(Your phone number here)*

Contact Us Page

Simply list your contact information on this page, or use something more formal. I use a free WordPress plugin called the “Fast Secure Contact Form,” which, just as the name says, prevents spammers from sending junk mail to your email inbox.

Resources Page

List on this page any specific reference books, videos or other materials that are available.

Frequently Asked Questions

**How is your senior estate planning concierge service different from other senior care services?**
Some senior concierge services are more focused on health care. Other concierge services provide other personal services, such as errand running, personal assistance, personal bookkeeping and companionship, all through one personal concierge. Estate Planning is a totally distinct and critical function that most people cannot do estate planning for themselves.

**Do you have references?** Yes, we can provide references, as well as proof of bonding, insurance and licensing, on request. Please visit our “About Us” page to learn more about the owner.

**How do I know you will be available when needed?** We work with a limited number of clients at a time, to ensure that we will have ample time to devote to each of our senior clients.

**How do I pay for your services?** We provide an itemized invoice at the end of each month, or upon the completion of each project. This is sent to either the senior we are helping, or a designated family member. You can pay by check or credit card.
WHAT TO DO WHEN A PROPECT CALLS YOU:

Prospect inquiries are the fuel for your senior estate planning concierge business because they turn into paying clients to help grow your business income. Most of your inquiries will be phone calls from prospects who spotted your ad, or they found your web site, or heard about you from a happy client or other senior service professional.

It’s important to make yourself available, so use a cell phone in your ads, or forward your landline/voicemail to your cell phone when you will be way from the office. If your phone has caller ID, and you don’t recognize the name, introduce yourself professionally. For example: “This is John, with Harrison Senior Estate Planning Concierge Service. May I help you?” Once you have determined the caller is a prospect for your service, try to get their contact information: “May I have your name and number in case we get disconnected?”

Keep the New Prospect Form handy, so you can use it to get all the information you’ll need to decide if you can help the prospect, and the rate you will quote them. After you have filled out the form, pre-qualify the prospect: “Is this rate within your budget?” You’ll often find that folks have no idea what the cost of a concierge service is, and simply can’t afford it, or afford as many hours as are needed.

Often a prospect will let you know that other providers have lower rates. Here’s what to tell them: “With senior concierge services, lower rates can mean lower quality. A lower priced provider may not have insurance or be bonded. You do want the best planning for you and your family . . . Right?”

If a prospect is still interested, set up an appointment to discuss their needs and options. In the Senior Estate Planning Concierge Forms chapter we’ll cover the forms you will need at this appointment.

Follow Up With Prospects

Prospects need a reminder that builds on your conversation during the interview. For example, a phone conversation might go like this:

[You can convey the same message with a postcard or a letter, but don’t send an email, as many people feel it is too impersonal. A simple follow-up is a time-tested, proven, technique for winning new clients, and the cost is next to nothing.]

“It was good speaking with you last Friday, Mr. Jones. I could tell you were looking for the best possible assistance for your mom’s estate plan. That’s our specialty – high quality service that helps our clients know that they have done their planning and they have gained a sense of independence and confidence that relieves them of the apprehension and stress they were dealing with up to the time we were able to assist them. Thanks for making time in your schedule to learn about our services. If I can help in the future, don’t hesitate to call me.”

Understanding Seniors

We all grow old, and as we do, we experience changes to our bodies and minds that affect our abilities, behavior and personality. The speed at which we age varies greatly from person to person, as does our ability to handle aging.
Biological loss is the aging of our physical body, which is caused or influenced by a variety of factors, such as heredity (the genes we inherit from a parent), wear and tear, weakened immune system, and a variety of chemical and structural changes in the body.

CONDUCTING MEETINGS

Begin the meeting by discussing areas where the client needs assistance; such as the history of creating their last estate plan. If the client agrees that is an area of concern, check that box, then review the next item, until you have reviewed all the service possibilities. Be sure to ask if there are other areas they would like to discuss. Don’t forget, at this first meeting, that you are an unknown to your potential client, so smile and be positive about what you can do to help, and be patient and understanding with them.

Bring a service agreement and a client information form to the first meeting. If things go well, you can get both forms completed and have the client or a family member sign the service agreement.

Service agreement. This agreement spells out the working relationship between you and your client, which may be the person you will be helping, or a “responsible person,” such as a son, daughter or guardian. To help prevent misunderstandings, this agreement spells out the services you will be providing, the hourly rate, any surcharges, mileage charges and your cancellation policy.

Client information form. This information should be filled out with the help of the senior you will be helping, or the person who is responsible for their care. It covers emergency contacts, physician contact information, and a brief summary of the client’s medical condition.

SENIOR CONCIERGE FORMS

On the pages that follow, you’ll find the essential forms for your new senior estate planning concierge service. As a purchaser of this guidebook, you also may copy, adapt and use these forms for your own concierge service only.

These forms have not been reviewed by an attorney, and are meant as a guide only. We encourage you to have an attorney review the forms to ensure they are appropriate for your specific needs and the laws and regulations that apply in your state and city or town before you use them.

New prospect form.

Keep several of these forms near your phone so you can get enough information written down when a prospect calls to decide: Is this someone I can help? Do I have the necessary skills to do a good job for this client? After you have had a chance to chat with the new prospect, suggest a meeting to go over the client’s needs and what you can do for them. The first meeting will usually take between one-half to one hour. Your goal is to establish trust and confidence, and bring up any special skills or experience you have that would make you a good fit with the client.
NEW PROPECT FORM

NAME: ___________________________________________ DATE: _______________________

PHONE: ___________________ EMAIL: _____________________________________________

REFERRED BY: ________________________________________________________________

TOPIC: ______________________ CONCERNS; ______________________________________

________________________________________________________

FOLLOW UP: ________________________________________________________________

NAME: ___________________________________________ DATE: _______________________

PHONE: ___________________ EMAIL: _____________________________________________

REFERRED BY: ________________________________________________________________

TOPIC: ______________________ CONCERNS; ______________________________________

________________________________________________________

FOLLOW UP: ________________________________________________________________

NAME: ___________________________________________ DATE: _______________________

PHONE: ___________________ EMAIL: _____________________________________________

REFERRED BY: ________________________________________________________________

TOPIC: ______________________ CONCERNS; ______________________________________

________________________________________________________

FOLLOW UP: ________________________________________________________________

NAME: ___________________________________________ DATE: _______________________

PHONE: ___________________ EMAIL: _____________________________________________

REFERRED BY: ________________________________________________________________

TOPIC: ______________________ CONCERNS; ______________________________________

________________________________________________________

FOLLOW UP: ________________________________________________________________
CLIENT INFORMATION FORM

CLIENT NAME: ____________________________  SPOUSE NAME ____________________________

Date of Birth ____________________________  ____________________________

Street Address ________________________________________________________________

City, State, Zip _________________________________________________________________

Phone: ____________________________  Email: ______________________________________

Contact Names:

Attorney ________________________________________________________________

Life/Health Insurance Agent ________________________________________________

Auto/Home Insurance Agent ________________________________________________

Financial Advisor __________________________________________________________

Doctor ________________________________________________________________

Hospital ________________________________________________________________

Current Health Issues _________________________________________________________

Children _________________________________________________________________

____________________________________________________________________________

____________________________________________________________________________

____________________________________________________________________________

NOTES: _______________________________________________________________________

____________________________________________________________________________

____________________________________________________________________________
Concierge Service Agreement

This agreement is entered into between [Your Company Name], hereinafter called “Service Provider” and ________________________________ hereinafter called “client”

Client’s address: __________________________________________________________

Client’s phone number: ____________________________________________________

Client’s email address: ____________________________________________________

The service provider agrees to provide the following concierge services to client:

Assistance in the following areas of concern:

__Preparation for implementation of:
__Last Will and Testament
__Powers of Attorney
__Advanced Directive
__Revocable Living Trust
__Asset Inventory
__Asset Retitling

__Record Keeping Service
__Access to:
__Legal Services
__Investment Services
__Insurance Services
__Other:

____________________________________________________

Client is aware that service provider provides concierge services only, and is not licensed to provide legal, investment or tax advice.

Client agrees to pay service provider at an hourly rate of $ ____________________

Weekend rates are an additional $______ per hour. National holiday hours are time and one-half the regular rate. The rate is based on the time actually spent on the project. Travel time is not included unless there is prior agreement with the client, or if the service provider is transporting the client to or from a meeting related to the project.

Service provider will bill client weekly. Client agrees to pay service provider on receipt of the invoice.

Client agrees to provide at least one week advance cancellation notice. If client does not provide notice, they will be invoiced and responsible for payment of a $25 cancellation fee.

Service provider may cancel future meetings without notice for non-payment of prior invoices, or if in the judgment of the service provider, such meeting is not warranted or if weather or other conditions could result in perilous travel conditions.

Client’s Signature ________________________________ Date: __________________

Service Provider’s Signature: ______________________________ Date: ______________
WORKING WITH SERVICE VENDORS

A senior estate planning concierge wears many hats – assisting clients with understanding their current estate plans, reading various letters and other communications, reviewing proposals from various professionals – but no one expects you to do it all. A good concierge knows when to call outside help from service vendors like lawyers, accountants, financial planners, life insurance agents, property and casualty insurance agents, even various health care providers, in order to keep clients well informed and comfortable that the best advice possible is available.

One of the most important tasks for you when starting a senior estate planning concierge service is to find and meet outside service providers that can help your clients when the need arises. For example, when there is a need for legal documents, you need to have several alternatives available, where you know the particular skills of each alternative, or you know that they each serve particular types of clients or client situations. Do you have a trusted service provider that might be more readily available to you than others? Do you have an idea of their fee schedules so you can match their fees to the client’s budget?

If you handle this aspect of your concierge business well, you will have happy clients who are pleased that a project was well done, at an affordable price. The service vendor you recommended is happy because he or she got a profitable case from your referral.

Some service providers may provide a referral fee. That is usually not true with lawyers. Some state make it illegal to share legal fees with anyone who is not an attorney. It is not unusual for some other service providers to pay a finder’s fee or a referral fee. In some circumstances it may be appropriate to receive such a fee – if you are being paid for a real service that supports the client. However, if you are acting in the role of being an advocate for the client, and the client is paying you, it is not appropriate for you to seek a fee from the service provider. In some cases you may be paid by a service provider for performing the task of data input or assisting the client with data input.

How to Find Reliable Vendors

To find qualified service vendors, ask your friends and family whom they have used in the past with good results. When it comes to professional services, there are professional organizations online that can provide rating services and descriptions of the nature of the services that professionals provide. We recommend that you become associated with organizations that have experience in dealing with all the different kinds of service professionals that you are likely to need.

Ideally, you should have a list of pre-screened service vendors ready to go for your clients, with at least one preferred resource in each of the following categories:

- Estate planning attorney
- General law practice attorney
- Accountant/bookkeeper
- Financial Planner
- Investment Advisor
- Trust Officer
- Life Insurance Agent
- Property and Casualty Insurance Broker
- Charitable Development Officer
- Realtor
Financial or investment advisors, lawyers and realtors are not permitted to pay a commission or referral fee. You’ll also find most of these professionals are happy to send a prospect your way as well. They will not perceive you as a threat, since you do not do the same things that they do.

**How to establish relationships with service providers**

There are quite a few ways to make this work smoothly for you. Here is a sample letter you can use to sign up service vendors:

Your name, address & phone number

Date:

Dear (Provider’s name)

We would like to invite you to become a preferred service provider on our senior estate planning concierge service referral list. Here’s how our referral service works:

- We offer concierge services to many seniors in our area, who prefer to have help with getting their affairs in order, and finding the appropriate professional resources to assist in the implementation of their plans.
- As a concierge, we are in essence advocates for the client, many of whom are not used to dealing with professionals.
- We deal daily with the clients and with the many different professionals who provide a wide variety of services to the client.
- We always seek qualified service providers who can provide the highest level of quality work.
- We understand that you also have the same high standards for customer service and satisfaction that we do, and invite you to become part of our team as a service vendor.
- As part of our client service, we follow up to ensure they are satisfied with the work. We find that the professional providers with whom we work appreciate very much the work we do.

Very often, professionals do not get feedback from clients and the clients are sometimes reluctant to provide feedback, especially if it is negative.

On the other hand, most professionals appreciate feedback, even if negative, so that matters can be handled professionally to assure the client is satisfied.

If you would like to participate in our preferred provider program, just sign and date below, and return this letter to us.

Signature ........................................ Date: ........................................

If you have any questions, please call us at: ........................................
Or visit our web site: .................................................................

We look forward to working with you to help our senior clients enjoy their lives to the fullest.
Best regards,

Your Signature