

ESTATE WEBINAR FIT CALL

FIT CALL OVERVIEW

First visit after the estate webinar. Either the client sets the appointment during the webinar, or a representative will call and schedule the Fit Call from the list of those who attended but did not set an appointment or from the list of those who registered but did not attend. Phone calls work better than video calls since too much time is often spent trying to figure out the technology. The goal is to determine the size of the estate and how much you want to assist the contact through the process. The larger the estate and/or the more likely the contact could become a client, the more you will assist them through the process.

Most fit calls last between 15 and 30 minutes. Start by asking them their feedback and the top reasons they attended/registered for the webinar. This usually provides an opportunity to “warm up” to the client and make it personal for them. You don’t want to come across as robotic. Make sure you connect with the contact. There is a sample fit call on ACCESS under the “Training” link.

The words in “quotes” are examples of what to say to the client. Keep the same meaning but use your own words as necessary. After the “quotes” are the reasons for each question being asked and some things you can explain to the contact. The information here will get you through 75% of the Fit Calls you make.

You can explain the process of creating an estate plan and the pros and cons of various estate plans. You are NOT able to tell a client which type of estate plan is best for them. That is giving legal advice. If you are unsure if a question is procedural or legal, err on the side of caution and assume it is a legal question.

If you are asked a legal question, your answer must be, “That is a legal question that the lawyer will go over with you if we decide to move forward. My role today is just to see if we are a good fit to move forward with our process.”

If you are asked a procedural question and do not know the answer, your answer should be, “That’s a great question; I’m not sure of the answer. I will take your question to our client services department and have an answer for you the next time we speak.”

FIT CALL QUESTIONS EXPLAINED:

Intro: “Hi, this is _____ from the estate planning webinar you attended on _____ (registered for) calling for our scheduled Fit Call. Is this _____?” I find it is better to get to the feedback question as soon as possible since that usually allows sufficient time to warm up to clients based on their estate planning needs. They usually give enough of a story about their lives/situation when they answer the first 2 questions that you will be able to warm up to them.



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Feedback: “In order to make our future webinars better, would you mind sharing with me any feedback you have regarding the webinar/registration process?” The closer the Fit Call is to the webinar; this is an excellent ice breaker. The longer it has been, or if the client did not attend the webinar, ask for feedback on the registration/overall process. Feedback is great, but the rapport is the primary focus of this question.

Top reasons for attending/registering: “Would you mind sharing with me the top one or two reasons you attended (registered for) the webinar?” The common answers are: 1) I/we don’t have any documents and need to do something, or 2) I/we have some documents, but they are old, and think they need to be updated. Focus on their reasons. Don’t make it about what you think might be more important reasons, but feel free to add issues they may not have considered. Put them at ease that our process will help them.

“During the webinar I quoted the typical estate plan prices of \$795 for a single person and \$895 for a couple. To see if you have any issues that may affect the price, I’m going to ask you some questions about your estate.”

Marital status: “What is your current marital status?” The cost is \$100 more if they are married.

Age: “Can I get your current age? And your spouse’s?” The older a client is the more urgency they will put on completing the process. Clients over 80 aren’t our ideal client. Age 55 to 75 would be an ideal client.

Number of children: “How many children (natural born and adopted) do you have? Are all children from this marriage or are there any from previous marriages?”

Assets kept separate: “Do you keep your assets separate or have you combined your assets together?” If the contacts have blended families and keep a lot of their assets separate, the lawyers may recommend a separate trust for each of them. That total cost would be around \$1,500. Do not discuss the cost at this point. We are not attorneys, and any additional cost would be based on the attorney’s legal advice. The idea is to prepare them that their situation may not be “typical” since they are keeping assets separate. If the clients don’t have children from multiple marriages, this is not needed.

Special needs children: “Are any of those/your children considered special needs children and collecting Social Security disability benefits?” If so, a special needs trust may be recommended. Leaving money to a child receiving SS disability benefits can cause the benefits to end until the inheritance is spent. There are alternatives to a special needs trust the lawyers will discuss. A special needs trust can cost an additional \$1,000 to \$2,000. Do not discuss this cost, but let the contact know that they will have a discussion with the lawyer regarding this situation after their information is submitted to the law office.



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Resides in: “What city do you reside in?” The farther away from one of the law office locations, the less likely they will complete the process. You can still assist them with the process of working with another attorney and helping them with funding. We also want to make sure they are a Michigan resident.

Number of Michigan deeds: “How many property deeds in Michigan do you have?” One deed is included in the typical estate plan price. The cost goes up \$75 per additional deed. This cost can be shared with the contact since it is a flat fee and not based on any planning the lawyer may or may not do.

Real estate outside Michigan: “Do you own any real estate outside of Michigan?” If so, they may need that property transferred into a trust. There is an additional cost based on the state. That will be determined by the LOBV and may require his office referring the client to an attorney in that state.

Real estate values: “The larger the estate, the more problems there are with bad planning. I want to get an idea of how complex things might be and what issues your family may have to deal with. What is the approximate value of each of the pieces of real estate you own?”

Retirement account values: “Do you (either of you) have any IRA’s? What is the approximate balance of them?” Do not get into financial discussions now. Just note approximate balances of each spouse and the type of retirement account.

Non-retirement account values: “Do you have any investments that are not considered retirement accounts?”

“Based on the numbers here, it looks like an approximate estate value of \$_____. Does that sound right to you? Based on everything you have told me; you are a good fit for our process. The next step is to get you registered for our client portal. We’ve found that the easiest way to get the information to the lawyers is to enter it into our secure website. Once all the information is submitted, we send it to the lawyers for the next step of the process. Are you fairly savvy when it comes to navigating web site registration and the 2-step authentication process? Since we deal with sensitive information, our 2-step authentication requires a passcode to be entered every time you log in.”

Send them the portal link while you are on the phone with them. Go to the contact’s page on ACCESS, click “Client Portal”, click “Send Invitation”, check box next to “Creating an estate plan”, click “Send Invitation.”

“I just emailed you the link. Make sure you register within the next 24 hours, otherwise the link will expire. You don’t need to answer all the questions in the next 24 hours, just register your name. It only takes 5 minutes. Once you are registered, you can finish adding information at a later time. If you have any questions or aren’t sure how to answer a question, please contact me.”



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Wind down the visit and either schedule a follow-up visit if you want to walk them through the process or follow the process below for small estates. Contacts obtained through the estate planning process are treated differently than other lead sources. Since we promise to assist everyone with the estate planning process, even contacts that do not become our clients or don't have enough assets for us to work with are entitled to our assistance. The level of assistance we provide, however, is determined by the likelihood of them becoming our clients.

If you determine a contact has a small estate and will not become our client, send them the portal link and ask them to contact you once all the data has been entered. If the contact does not follow through on their end, there is nothing more that FSA needs to do. If the contact has questions or does not complete all the necessary information, you can communicate via email, text, or phone any information that is outstanding. You do not need to set any further appointments.

Once the client completes the portal, go to the client's account in ACCESS and click "Actions", then "Forms and Signatures", then "Download/Print" next to "Estate Plan." Download the PDF file and email to Monica with the subject : <Last name, First> needs analysis. Also include a Needs Analysis cover sheet to identify the client, representatives assisting the client and the source of the contact. [Note that ACCESS is undergoing numerous changes so the links may change.]



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FIT CALL QUESTIONS

Feedback:

Top reasons:

Marital status:

Age of female:

Of male:

Children of both:

Of female:

Of male:

Assets kept separate:

Special needs:

Resides in:

Michigan deeds:

Non-Michigan deeds:

Real estate value:

Retirement accounts value female:

Male:

Non-retirement accounts value:

Banking value:

Total estate:

