



## Welcome to the LGen Estate Planning service

Designed for Advisers to bring Estate Planning in house  
Efficient | Affordable | Timely

Providing greater customer experience and loyalty for your clients  
while providing a profitable income stream for your business  
with minimal time and resources



# Why an Adviser is in the best position to offer Estate Planning

- It is part of your SOA
- Most (approx. 75%) of your clients will need a Will and Estate Plan or have a need to update them
- You are already their trusted Adviser
- You have an established relationship
- You understand your client's financial position, goals and dreams
  - Wealth and superannuation strategy
- You can control the Estate Planning process and relationship
- You will organically meet other family members
  - Makes referrals easy
- Equates to higher client retention
- Allows you to build deeper relationships
- Opportunity to introduce your financial advice business to the young adults from client families:
  - Wills and Estate Planning
  - Insurance – Income protection and TPD
  - Life
  - Superannuation
  - Future financial planning opportunities start at an earlier age
- After Probate you are more likely to retain adult children as clients
- Creates an additional income stream for your business



## Your role as a facilitator

1. Introduce the importance of Estate Planning to clients
2. Facilitate clients completing form for Estate Planning assessment
3. Provide quotation (costs provided to you by LGen) and negotiate acceptance
4. Collect and provide family and asset information
5. Present final Estate Plan and confirm the documents represent client intentions and instructions
6. Invoice client
7. Review at annual financial review or as required

# The LGen Estate Planning process

## Education | Offer | Create | Maintain

## The LGen Estate Plan Assessment

### Education

Most people know they should have an Estate Plan in place and that it should be updated when life changes take place (such as getting married, having children or buying property).

However, most people do not know what they need and what triggers the need to update their plan.

**LGen takes care of this using a four step approach by providing resources to facilitate conversations around:**

1. Why your client requires an Estate Plan
2. What good Estate Planning and prescribed components embrace
3. The benefits of having an Estate Plan and the pitfalls of not having an updated Estate Plan in place
4. Why Wills do not cover all their needs

Then together, how you (the Financial Adviser), your client and LGen (your back office) provide the simplest, most cost effective and time efficient way to create and maintain their ongoing Estate Planning needs.

### The *LGen Discovery* is the easiest step.

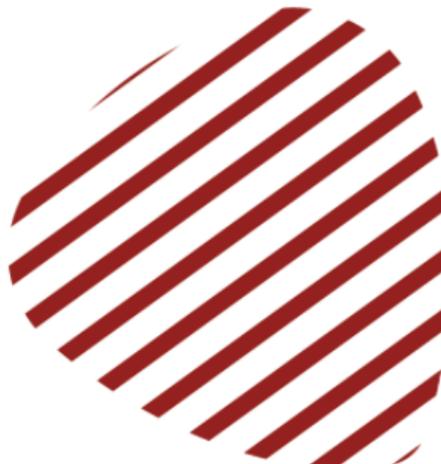
We have created a unique question set that can be completed by you during a call or meeting with your client, taking no more than 2 minutes. You may have been through this questionnaire yourself by now.

The form simply asks yes / no questions around your client's Estate Plan legal documents and unique family situation.

These 17 questions provide LGen with an overall picture of your client's Estate Planning situation.

The responses link directly through to the next step, the Estate Plan Assessment.

LGen creates the Estate Plan Assessment for you to present to your client in full. This is the first of the heavy lifting elements LGen supplies to you as part of your monthly subscription.



The Estate Plan Assessment is a two to three page document that outlines your client's family Estate Plan Risks and Issues.

It includes the current situation and any pitfalls in their current Estate Plan. Even someone with no Estate Plan has an Estate Plan - it's just controlled by the state and not your client!

This is the emotional connection created with your client on what will or could occur when a negative life event pops up.

Once the assessment has been prepared and returned to you, YOU then present and negotiate the recommendations and quote.

The quote will include the legal document pricing (charged to you by LGEN). You will add your facilitation fee to the quote based on your intended time and involvement with the client.

Transparency is really important at this stage. Your client must see a direct connection between the Risks and Issues and the Proposal to feel comfortable moving on.

### Timelines

In general, we give a commitment to have the Estate Plan completed between 2 to 4 weeks from agreement.

We will also discuss with your client their commitment to complete the plan within that time frame as well.

# The LGen Subscription



The reason most Estate Plans are never completed, are rarely reviewed and are mostly always out of date, is because of the human requirement for consistent and persuasive follow up.

## Your monthly LGen subscription fee gives you access to:

1. The LGen Hub technology workflows and regular updates
2. A client Estate Planning CRM,
3. Brandable tools and resources
4. Currently at no additional charge, the LGen back office team, to ensure a smooth workflow in preparing and delivering your clients Estate Plan.

## The Hub includes:

- The technology that runs the full Estate Planning process
- Client CRM providing transparency on all communication and documentation between all parties.
- Brandable communication tools and resources
- Work flows and processes
- Organic referral process

## The LGen back office support team provides:

- A balance of human and automated resources to maintain the continuity of the plan staying on track – avoiding the biggest reason that most Estate Plans are never completed due to lack of follow up.
- Weekly update meetings on the progress of your Estate Planning clients and any follow up required.



## Note:

- All client communication and documentation are secured in the LGen Hub.
- Full transparency available to the Adviser.
- Brandable resources are available in the Hub for Adviser use.
- The Hub provides the ability for the Adviser to communicate manually or automate communication via email and SMS templates. These are customisable and branded with your logo and contact details.
- All activities and communication done by LGen on your behalf are noted in the client's record.



# How the LGen Estate Planning Service works with your clients

When you partner with LGen Estate Planning Services, it is like you have your very own team working for you in the background, but for a fraction of the cost.

We may not be sitting in your office, but we are right there behind the scenes as though we are an integral part of your team.

We understand that your clients are your livelihood, your reputation, and the most important aspect of your business, so we treat them with the same respect and attention they deserve and deliver customer service levels you will be proud of.

Your client's experience with the LGen Estate Planning Service reflects your business.

Consequently, everything LGen has done to deliver a professional, seamless and unique Estate Planning Service has been created with that in mind.

## Communication Is ALWAYS The Key

Your clients will be briefed and provided with written confirmation throughout their Estate Planning journey beginning with your introduction to the service. Starting with their priority brief, all client calls, actions, and documents will be stored in the LGen Hub.

As their primary provider, you have access to everything relating to your business and your client. We follow a communication workflow to guide your client through the process, while always updating you (the provider).

You can elect to have your client communication:

1. Branded with your details and Logo as the service provider
2. Co-branded with your details and LGen as joint service providers
3. Branded as LGen - Allowing LGen to look after your client on your behalf

We follow the LGen communication workflow to ensure best practice and consistency for delivering results.



Regular ongoing client education can be provided to ensure long term retention of your business and the opportunity for quality referrals from clients and other service providers.

Year 1: 1 month  
Ortly  
Year 2: 6 monthly  
Year 3+: Annually

# Getting started



LGen charges a one off '*onboarding fee*' to cover the resources required to provide full and ongoing training to you and your team.

## The fee covers:

**Four x 30 minute training sessions on how to use and understand the portal.**

1. Hub overview and set up
2. Client list upload
3. Estate Planning Facilitation and discovery – for yourself
4. Working with your clients and setting expectations.

## Existing marketing and communication bundles

- Branding your communication and templates
- Training you and your team
- Understanding the document fee structure and Estate Planning assessment report

After your onboarding an introduction of a few clients to the system, a marketing and implementation session is also available from our Sales and Marketing Manager to ensure the success of your program and investment.

A demonstration of the marketing tools and resources including how to edit templates to your liking and creating your own communication will be provided when you are ready to scale your Estate Planning business.

# Adviser time commitment to facilitate the Estate Plan

From our experience, streamlined processes and automation, the overall estimated time commitment of an Adviser, for the different types of Estate Plans, are indicated below.

A. Basic Will, Enduring Power of Attorney and Enduring Guardianship for a single person	30 mins
B. Basic Will, Enduring Power of Attorney and Enduring Guardianship for a couple	45 mins
C. TT Will, Enduring Power of Attorney and Enduring Guardianship for a single person	75 mins
D. TT Will, Enduring Power of Attorney and Enduring Guardianship for a couple	90 mins

## Process and workflow

### Education | Offer | Create | Maintain

Process	Actions	Adviser time
EDUCATE	<p>Using the LGen documents and resources branded with your logo and contact details, Adviser holds a conversation with client on the benefits of having an Estate Plan in place or reviewed and updated – including the pitfalls of not having one in place or updated.</p> <p>Adviser conversations:</p> <ul style="list-style-type: none"><li>- Appointments</li><li>- Phone</li><li>- ZOOM</li><li>- Email to selected clients</li><li>- Bulk email – to list of clients</li></ul>	5-10 mins
OFFER	<p><b>DISCOVERY</b></p> <p>Adviser offers a FREE Estate Planning assessment to client. Form is either completed by Adviser or client</p> <ul style="list-style-type: none"><li>- At appointment</li><li>- Over phone</li><li>- ZOOM</li><li>- Emailed to client via HUB form</li><li>- Bulk emailed to a list of clients via HUB form</li></ul>	Less than 2 mins to step through with client online
	<p><b>ESTATE PLANNING ASSESSMENT</b></p> <p>Once client form is submitted the LGEN HUB notifies LGen team. LGen team prepares assessment report and recommendations for client including expected document costs. Adviser informed when completed</p>	0 mins
	<p><b>ESTATE PLANNING BRIEF</b></p> <p>Adviser books a time with client to go through Estate Planning assessment and quote – adding the facilitation fee to quote. Confirms in writing with client to proceed. Advises LGen to commence Estate Plan creation.</p>	5-15 mins

**Disclaimer:**

Most Estate Planning documentation does not require the assistance of a legal professional, however in the event your client wishes to undertake legal advice, requires additional legal advice or customisation outside the prescribed Estate Planning documents, then LGen will recommend one of our preferred Legal team to be part of the Estate Planning process and additional fees will apply.

Process	Actions	Adviser time
CREATE	<p>LGen provides Adviser with a checklist of requirements from client. For example, client contact details, Driver Licence etc. Adviser uploads to LGen portal details they have on file required for Estate Plan. LGen: Follows up with client on your behalf to request additional details required from client to complete the Estate Planning documents. Creates legal documents ready for review</p>	5 - 15 mins
	<p><b>REVIEW</b> Adviser arranges appointment: - ZOOM Adviser goes through documentation and has client confirm the documents reflect their wishes and intentions. If changes are required – LGen will facilitate on Adviser’s behalf. Repeat until ready for execution. Once approved Adviser informs LGen via HUB. LGen prints 1 x original hard copy of all documents and sends to client. Legal prints own copy before signing. LGen – contacts client to go through next steps (witnessing and signing) via ZOOM.</p> <p><b>Note:</b> Documents requiring Legal (eg. EPOA, Enduring Guardian Appointment) will have a ZOOM meeting arranged with Legal for witnessing and signing docs. Legal sends signed copy of docs to LGen Client sends original signed documents back to LGen for execution. LGen combines Legal and client copy. Original document sent back to client. Copy also kept in LGen VAULT. LGen recommends review period for client depending on their upcoming expected life changes, otherwise at least annually.</p>	5 - 15 mins
MAINTAIN	<p><b>REGULAR REVIEWS SCHEDULED</b> Adviser can - add EP review to their quarterly / annual review process</p> <p>Automated review reminders can be sent out from HUB to Adviser and client. Follow automated sequence.</p> <p>Changes of intentions can be made without legal advice by simply updating documents - reducing cost to client. Adviser charges facilitation fee based on time involved.</p> <p>LGen undertakes to provide a marketing bundle available for review reminders or trigger points that could generate a need for a client review. <b>Coming soon</b></p>	5 - 15 mins Client completes review form within 2 minutes. Repeat process.
INVOICING	<p>Provider may choose when and how they wish to invoice their client. LGen will invoice the Adviser on the 1<sup>st</sup> of each month for all legal documentation produced for the previous month on 7 day terms.</p> <p>Monthly subscription fee is due on the first of each month via direct debit through our preferred direct debit facility.</p>	

# Example Client Scenarios and Pricing

All pricing includes GST

All examples are purely that – an example.

It is very dangerous to suggest pricing to clients prior to the assessment report as other things may be identified throughout the process. The below examples do not consider a complete analysis of typical situations and complexities.

The assessment document will identify recommendations and pricing accordingly.

Your facilitation fee in these examples are \$250 + GST = \$275.00

You may charge a facilitation fee appropriate to your hourly rate.

You may also choose to mark up the document fees in the event your clients are on a retainer or do both.

The document fees are those owed to LGen in these examples based on current pricing at the time of this document.

## Example 1

Single young adult < 25	Type of document / activity	Fee
Will only	Basic Will only	\$220.00
	Document printing and delivery fee	\$55.00
	Facilitation fee – Your fee (1 hr)	\$275.00
	<b>Cost to client</b>	<b>\$550.00</b>
	Total document and delivery fees	\$275.00
OR		
EPOA only	EPOA	\$165.00
	Legal sign off (EPOA)	\$220.00
	Printing and delivery of documents	\$55.00
	Facilitation fee – Your fee (2 hrs)	\$550.00
	<b>Cost to client</b>	<b>\$990.00</b>
	Total document and delivery fees	\$440.00
OR		
EPOA, Family Will	Basic Will and EPOA	\$330.00
	Legal sign off (EPOA)	\$220.00
	Printing and delivery of documents	\$55.00
	Facilitation fee – Your fee (2 hrs)	\$550.00
	<b>Cost to client</b>	<b>\$1,155.00</b>
	Total document and delivery fees	\$605.00

## Example 2

Married couple no kids > 25	Type of document / activity	Fee
Wills only	Basic Wills only	880.00
	Document printing and delivery fee	\$55.00
	Facilitation fee – your fee (2 hrs)	\$550.00
	<b>Cost to client</b>	<b>\$1,485.00</b>
	Total document and delivery fees	\$935.00
OR		
EPOAs only	EPOAs	\$275.00
	Legal sign off (EPOAs)	\$374.00
	Printing and delivery of documents	\$55.00
	Facilitation fee – your fee (2 hrs)	\$550.00
	<b>Cost to client</b>	<b>\$1,254.00</b>
Total document and delivery fees	\$704.00	
OR		
Wills and EPOA	Basic Family Will and EPOA	\$990.00
	Legal sign off (EPOA)	\$374
	Printing and delivery of documents	\$55.00
	Facilitation fee – your fee (2 hrs)	\$550.00
	<b>Cost to client</b>	<b>\$1,969.00</b>
Total document and delivery fees	\$1419.00	

## Example 3

Married Couple 2 kids Considerable assets	Type of document / activity	Fee
TT Will, EPOA, EHG 	TT Will	\$1,320.00
	EPOA – couple	\$275.00
	AVL Fee for EPOA - couple	\$374.00
	AVL fees for EHG	\$220.00
	Dependent on # Guardians This example 2 guardians*	
	Documents - couple	\$55.00
	Facilitation fee – your fee (3 hrs)	\$825.00
	<b>Cost to client</b>	<b>\$3,069.00</b>
	Total document and delivery fees	\$2,244.00

### Disclaimer:

The quote for pricing may change due to further discovery of your client's requirements. This may occur when establishing the type of Will uncovered through further discovery.



The future of Estate Planning is bright  
with the LGen Estate Planning system  
Bring it **in house** TODAY