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HOW TO KEEP GENERATIONAL CLIENTS:

Engaging Both Spouses in Estate Planning



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Advisors risk losing assets when they don't engage both spouses.

70% of widows change their financial advisor within a year of their spouse's death.*

WHAT'S AT STAKE:

- Losing a relationship when the surviving spouse takes control.
- Missing opportunity to build trust with the family that will translate into the second generation.
- Building a foundation to have tough or sensitive conversations with the surviving spouse that will invariably arise at the first death

*Financial Advisor Magazine



Couples Aren't Making Decisions Together.

WHAT'S HAPPENING TODAY:

- Only 20% of couples make long-term financial decisions together.*
- 70% of men take the lead but 90% wish their spouse was more involved*.
- If you're not engaging both spouses, someone else will.

The Advantage of Estate Planning

Estate planning tends to engender more balanced engagement from both halves of a couple.

- Estate planning usually touches on the roles that a woman in the family is more likely to be fulfilling today, such as primary caretaker of children, siblings, or elderly family members.
- **61% of women** use a financial advisor compared to **56% of men**.
- Women on average live longer than men and are more likely to have to take care of their spouses' medical and financial needs
- Coordination is inherent to estate planning for spouses:
 - Legal ethics rules force attorneys to be mindful of conflicts between spouses and work to minimize them.
 - Be mindful of asset ownership (e.g., community property).
 - Avoiding conflicting instructions on the same topic is critical (e.g., guardianship).



How to Engage Both Spouses using Estate Planning

Make estate planning a joint conversation:

- Set the stage from the first meeting. Position it as a shared responsibility and value transparency, fairness, and preparedness.
- Ask both spouses for input. Keep both spouses copied on all email threads and other communications. Pose hypothetical questions to elicit the clients' objectives.
- Use visual tools and prepare hard copies. Flowcharts, summaries, worksheets and side-by-side comparisons make engagement easier.
- Avoid taking sides or emphasizing the importance of a single topic. Stress the importance of coordination and take a broad view of what could be a priority for each spouse.

How to Bring in the Family

It's also a multi-generational conversation.


- Host family meetings. Create a safe space to discuss tough topics.
- Educate heirs early. Help children and beneficiaries understand the intent behind the estate plan in the context of both parents' wishes
- Introduce decision-makers. Ensure the next generation knows key advisors (e.g., financial advisor, attorney, executor).
- Discuss key roles. Walk through responsibilities for powers of attorney, trustees, and guardians.




How to Market Estate Planning Services

On Your Website


- Create an Estate Planning Resource Page
- Collect leads with a downloadable guide (FMG has pre made ones you can use!)
- Use stories and case studies to illustrate the importance






3 Estate Challenges for Blended Families

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Preparing your estate can be complicated, and if you're a part of a blended family, estate decisions can be even more complex and nuanced. Blended families take on many forms but typically consist of couples with children from previous relationships. Here are a  case studies to help illustrate some of the challenges.

Our team collaborates and works together to help you solve even the most complex situations related to taxes, financial planning, wealth transfer issues and even strategic business consulting all under one roof.

[GET STARTED](#)

Case Study #1: Children From Previous Marriages

Simple wills often are structured to leave all assets to the surviving spouse. If your estate strategy relies on this type of will, you could risk overlooking children from previous marriages. Also, while it's unsettling to consider, the surviving spouse can end up changing a will without proper measures put in place.¹

When new children join a blended family, estate strategies can get even more complicated. But with a well-structured approach, you can direct how to distribute your assets.

Case Study #2: When One Partner Has Significantly More Assets

While the divorce rate has been trending lower, the number of remarriages (2nd or more marriages) has increased. One person entering into a new marriage may have more assets than their spouse, given that 40% of all new marriages are remarriages for one or both spouses. An estate strategy can help ensure that your assets pass down according to your wishes.²

Case Study #3: Traditional Trusts May Not Be Enough

In blended families, a traditional trust is a good start, but it may not go far enough. One possible solution is to create three trusts (one for each spouse, in addition to a joint trust) to help address different scenarios.³

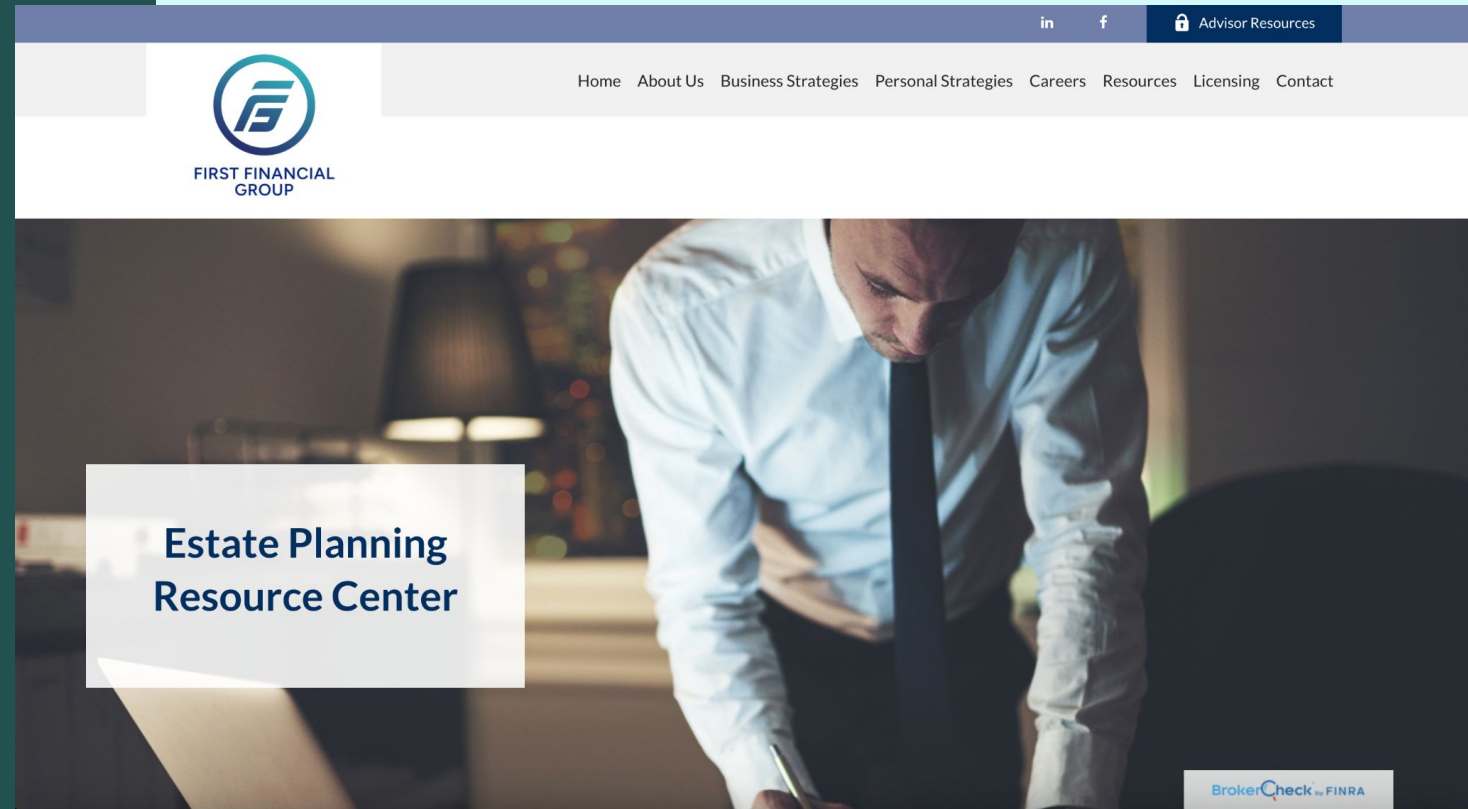
Using a trust involves a complex set of tax rules and regulations. Before moving forward with a trust, consider working with a professional familiar with the rules



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<https://www.ffgadvisors.com/estate-planning-resource-center>



Understanding Your Estate: Critical Elements of an Estate Strategy

Establishing an estate strategy is crucial, yet many wait too long to put their wishes in writing. Use this helpful guide to review your estate strategy and start conversations with your loved ones, financial professionals, and legal team.

First Name

Last Name

Email

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Understanding Your Estate: Critical Elements Of An Estate Strategy ✕

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In your social media posts

- Zero Click Content works best
- Give tangible takeaways that people can implement or consider right away
- Demonstrate your expertise and ways you can help



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#TuesdayTip: Estate Planning for Young Professionals

Planning your estate early is key, even for young professionals. Setting a foundation now can prevent complications later on.

Here are some key points to consider:

✎ At 18, parents no longer have automatic medical decision-making authority. In emergencies, court approval may be required.

✎ Designate beneficiaries for your bank accounts, investments, and Crypto holdings to avoid probate challenges in the future.

✎ For those with small businesses or side hustles, having a clear succession plan is essential.

I wish more people knew this earlier, so here I am passing it along! Hope this helps.

**#TuesdayTip #LakewoodRanchAttorney #SarasotaAttorney
#LakewoodRanchWills #LakewoodRanchTrusts #EstatePlanning
#YoungProfessionals #ThingsIWishIKnew**

TUESDAY TIP

How to Market Estate Planning Services

Via a Family Meeting

- Invite clients to a “Family Meeting”
- (Use this Workshop Downloadable from the FMG Content Library!)

DEFINING WHAT WEALTH MEANS TO YOU

What does wealth represent to you as a person?

TELLING STORIES ABOUT WEALTH

Our trip to Paris was really wonderful!

FAMILY MISSION STATEMENT

A corporate mission statement is designed to build a shared identity and vision within a company and guide its activities. A family mission statement has a very similar purpose—to help you live intentionally and consciously embrace your values.

STEP 1: CALL A FAMILY MEETING

Family an opportunity that he or she feels are

STEP 2: WRITE DOWN YOUR VALUES

☐ Hard Work
☐ Humor
☐ Community
☐ Integrity
☐ Service

STEP 3: DISCUSS YOUR VALUES AND CHOOSE FEWER THAN 10 TO CONSTRUCT YOUR MISSION STATEMENT

After everyone has written down the values that matter to them, discuss them as a family. The most important thing is to listen carefully to every member of the family no matter how young.

Even children want to know that their contribution matters.

STEP 5: FINE YOUR MISSION STATEMENT

FAMILY MISSION STATEMENT DRAFT 2:

STEP 6: REVIEW REGULARLY

Your mission statement should be a living document that inspires your day-to-day life.

Keep copies of it on your fridge, in your office, and in your children's rooms so that you can refer to it often.

FAMILY FINANCIAL WORKSHOP

Company Name

How to Market Estate Planning Services

In Your Email Communications

- People won't know what you do unless you tell them
- We suggest a weekly email to both prospects AND clients
- You can also include messages for COIs

Hi {Firstname},

One of the greatest gifts you can give your loved ones is a thoughtful estate strategy that outlines your wishes after you are gone. While no one enjoys thinking about this topic, taking action now can help protect your legacy and ensure that your final wishes are respected.

Here are some key actions you can take today to help your loved ones:

1. Create a Central Document Hub

Keep all essential information in one accessible location. This includes account details, passwords, insurance policies, and contact information for key professionals. While digital vaults are helpful, consider maintaining a physical folder—and most importantly, let your family know where to find it.¹

2. Review Your Beneficiaries

Did you know that beneficiary designations typically override instructions in your will? Take time to review all your accounts, especially after major life changes like marriage, divorce, or the birth of a child. This simple step may help prevent unintended consequences

3. Consolidate and Title Properly

Multiple accounts at various institutions can create confusion and delays. Consider consolidating accounts where appropriate, and review how all assets are titled. This includes real estate, vehicles, and other valuable possessions.²

4. Consider Transfer-on-Death (TOD) Options

TOD arrangements can help your assets pass directly to beneficiaries, potentially avoiding time-consuming probates. This option is available for many types of accounts and even some types of property.³

5. Express Your Wishes Clearly

wealth.com

th.com

EMAIL DRIP TEMPLATE:

Couples Estate Planning Workshop

Subject: Where to start with your estate plan

Hi [Client's First Name],

I know estate planning isn't something you and [Spouse's First Name] particularly enjoy talking about. But if something ever happened to either of you, wouldn't you rather have things set up the way you want instead of someone else deciding for you?

That's why you and [Spouse's First Name] should talk about this together— actually sitting down and figuring out what makes sense for your family and not just leaving it up to one of you.

I put together a worksheet that makes it easier to get started. You don't have to do it all in one go, just take a look and start thinking through:

- Who steps in for finances or medical decisions if one of you can't?
- What happens to everything you've worked for?
- If something happened to both of you, who takes care of the kids?

[Here's the worksheet.] *(Insert Link)*

This doesn't need to be perfect. You can adjust things later. But getting something in place now? That matters. If any of it feels weird or tough to talk about, let me know. I can help.

Best,
[Your Name]

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Estate Planning Pre-Meeting Worksheet

This worksheet helps couples think through key estate planning decisions. It's not required, but it can help you:

- Get familiar with the choices you'll need to make
- Talk through important decisions with your spouse or partner
- Gather key details before starting on [wealth.com](#)

Make the process smoother by preparing in advance. You'll be asked to decide things like:

- Who should inherit your assets and in what amounts
- Who should manage your finances and make medical decisions if you can't
- Who should care for your children if both parents are unavailable

You don't have to fill out everything ahead of time. The platform will walk you through the process and explain things as you go.

QUESTION 1: PRIMARY HEIRS (LIKELY SPOUSE)

Who do you want to receive the bulk of your assets when you pass away? Most people name a single primary heir—typically their spouse—but you can choose to divide your assets among multiple beneficiaries.

If you choose more than one person, you'll need to decide how to divide your assets by percentage. *This applies to the remaining assets in your estate (your residuary estate), which may not always be easy to split evenly.*

Primary Heir 2 (Optional): If you want to name more than one primary heir, you'll need to decide how to divide your assets by percentage. Note that naming multiple primary heirs is uncommon. If you're in a blended family, you may want to consider alternatives, such as a Marital Trust or a specific gift (see Question 4) instead of dividing your residuary estate.

PRIMARY HEIR 1

FIRST NAME

LAST NAME

ADDRESS

DATE OF BIRTH

RELATIONSHIP

☒ ALL

VS.

PERCENTAGE

PRE-MEETING CHECKLIST

ets? This person is known as your secondary

e legal order of inheritance in case all of your
etermine who inherits, typically in this order:

g an ultimate beneficiary. However, if you prefer
ore a parent, you may want to name a secondary

ultimately passed down as you intend.

eritance

use

may need

self? Choose at least one person (ideally two).
t people are better suited for each. Also, think

to someone?

me incapacitated.

before the rest of your estate. Most people don't
re a person or charity receives something special.
hem something, a specific gift may be a better

ote: Delaying authority can create hurdles, as
ntentially causing delays.)

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ehalf.
ine accounts and cryptocurrency.
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ADDRESS

PHONE NUMBER

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**Book a 20 minute
consultation →**

Questions? Marketing@fmgsuite.com

Samantha: samantha.russell@fmgsuite.com



Questions?

THANK YOU

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Book a Demo by emailing info@wealth.com

Thesis (for presenters, not for presentation slide)

- Chances are that when you manage a relationship with a couple, you are likely to be engaging just one half of the couple.
- Missing opportunity to build trust with the other half of the couple means a higher likelihood of losing that relationship when the first death occurs.
- If you find yourself falling into a pattern of speaking to only one half of the couple – and to be clear, it isn't necessarily about gender specifically – how can you try to engage the other half of the couple?
- Estate planning is another tool in your tool kit to find that hook and start engaging the spouse whom you know less well.
- There are some features inherent to estate planning that aren't necessarily present for financial planning that create the opening for you to have really thoughtful, meaningful conversations with both spouses.
- Those conversations – and knowing the ins and outs of the couple's estate plan – engender goodwill and trust that can be hard to displace when that first death happens.

Engaging Spouses is Essential for Retention

- Advisors who proactively engage both spouses see higher client retention and referrals.
- Estate planning is the perfect opportunity to bring both spouses into the conversation.
- The right tools and strategies make these conversations easier.