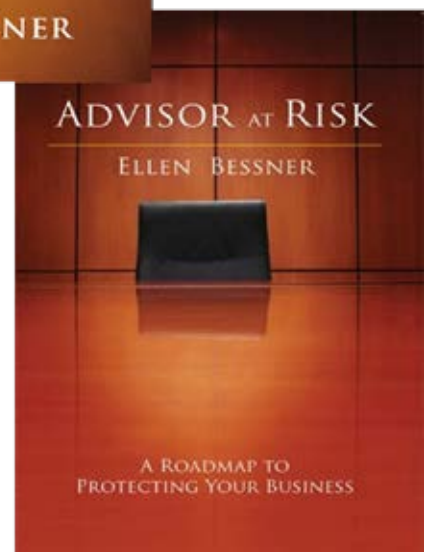
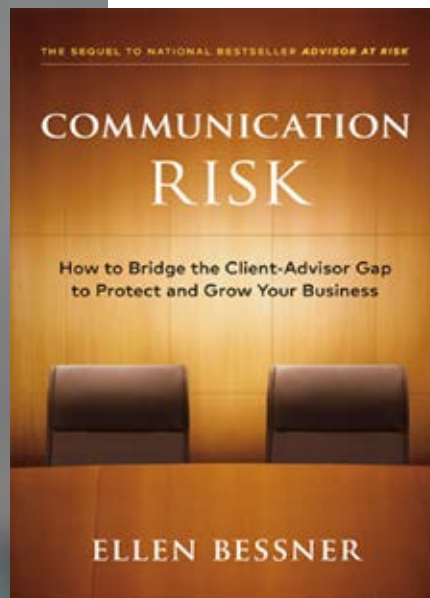


SENIORS & SUCCESSORS

CHEAT SHEET

Learn how to Reduce Risk and Increase AUM with COMMUNICATION



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ELLEN BESSNER

Tel: 647.725.2606
ebessner@babinbessnerspry.com

LEARN HOW TO REDUCE RISK AND INCREASE AUM WITH COMMUNICATION

RISK #1: Abuse by POAs

- Dealers/Advisors at Risk if POAs instruct to senior clients' detriment

ROADMAP: COMMUNICATION

- Speak to senior clients if have capacity
- Must prove with paper trail senior clients had capacity and understood risks
- Be on high alert for coercion
- Do not change ownership if senior does not have capacity, because unable to appreciate risks and implications

Risk #2: Women Treated as Invisible

- Senior women clients excluded (wives)
- Unsophisticated women (and men) may be subject of abuse/fraud
- 80%+ widows leave their husbands' advisors

ROADMAP: COMMUNICATION

- Don't ignore senior women; explain to husbands need to have their wives involved and risks of not
- If after passing of husband widow feels insecure, involve POA and/or Trusted Contact

Risk #3: Clients who have not saved enough for Retirement

- Search for higher (unsuitable) yields

ROADMAP: COMMUNICATION

- Discuss with clients when they are young
- Warn when high yields are too risky and potential to make matters worse
- Resist clients pushing for unsuitable investments and hold your ground

Risk #4: Judges/Regulators Favor Seniors

ROADMAP: COMMUNICATION

- Clear communication
- Paper Trail supporting all discussions and explanations
- If client's memory fading get next generation (trusted advisor/POA) involved

Risk #5: Seniors in Denial

ROADMAP: COMMUNICATION

- Talk to clients before they are seniors about:
 - Location of POA document and identify who is appointed
 - Identify trusted contact
 - Ask for introductions
 - KYC even more important to detect something amiss



65 Front Street East, Suite 101
Toronto, ON, M5E 1B5
Tel: 647.725.2606 Fax: 416.637.3243
Email: ebessner@babinbessnerspry.com

This is not legal advice; kindly consult a lawyer for advice required.

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