



Institute of
Certified
Executor
Advisors

Learn. Engage. Thrive

Synopsis

Program:

The Certified Executor Advisor (CEA) designation program is an on-line curriculum designed to provide candidates with a practical level of knowledge covering all issues executors may face in the course of their duties. Empowering dialogue prior to death with those who have both risk and vested legal responsibilities creates significant planning opportunities.

Designed for the multiple professions executors may turn to in the course of their duties, the program provides a high-level understanding of how each of the others can assist the executors with estate settlement, the testators with estate preparation, and ultimately, the heirs, with responsibly managing their inheritance.

Benefits for Families and Businesses:

ICEA provides executors and testators with a network of certified professionals; specialists in their own discipline with a broad knowledge of all related fields. CEAs have the skills to provide general direction, professional services within their capacity, and guidance – away from potential pitfalls and toward necessary relevant professional expertise. It's a transformational approach to estate transfer.

Benefits for CEA Candidates:

Candidates benefit by learning practical elements important to executors, the most trusted and influential people in testators lives. Executors' vested interests, legal responsibilities and key relationships make them essential conduits in the estate transfer process. CEAs can engage in the critical discussions needed to uncover challenges and discover significant opportunities, such as how to:

- Demonstrate value to new clients, like accountants who may prepare multiple tax returns in estate situations, and show tax is not a DIY project
- Substantially and highly effectively increase Assets Under Management
- Add value, such as charitable gift planners who help create extraordinary legacies that can contribute to communities in perpetuity
- Significantly increase permanent life insurance to enhance estate liquidity
- Identify expertise, in law, trust, and corporate executor fields, which can often confuse average executors unsure of where to look for guidance
- Tap into a stunningly efficient referral process and networking team

Lifetime Learning Credit

Save 20% of your tuition by claiming the Lifetime Learning Credit if your gross income* is \$80,000 or less (partial credit available to \$90,000). That's a savings of \$279, taking your net cost down to only \$1,116! (* Modified Adjusted Gross Income)

Estimated US Assets
Transferring to the
Next Generation,
PER DAY:

\$4.4 Billion

Cerulli Associates

Assets Under
Management
Facing Transfer
Risk at Death:

98%

Investor Economics

Americans Appointing
A family member as
their executor:

90%

% of these who
described it as
'One of the Most
Difficult Challenges
of Their Life':

74%

Maru Public Opinion

Estimated Americans
Without a Current
and Valid Will:

72%

US Legal Wills

Rank of 'Easing the
Burden on Loved
Ones' as Reasons
for Estate Planning:

1

Age Wave / Merrill

Rank of Executors
in Testators Lives
for Trust and
Influence:

1

ICEA



Benefits

The benefits of the CEA designation program vary by profession, but some are shared by all, such as:

- helping executors and testators in a vastly wider spectrum
- presenting yourself with an instantly recognizable designation
- your professional profile on the National Find A CEA Directory
- networking opportunities, in your community and across the USA
- co-operative events, marketing, and initiatives with other CEAs
- ongoing access to the fully searchable curriculum
- ongoing access to the 1,000-term glossary, resources, tools and proprietary executor-focused calculators

"The hardest job you
Never applied for"

Litigation Mitigation

Banks and Credit Unions

Perhaps more than any of the CEA professions, banks and credit unions are uniquely positioned to engage with executors, when they deposit life insurance proceeds and open estate accounts; with testators, when they open savings accounts; and with heirs, when they deposit inheritance checks. They benefit from the full spectrum of all three estate 'characters'.

Market Diversification or
Institutional Diversification?

Life Insurance Agents / Brokers

The named beneficiary status of life insurance and segregated funds make them an ideal way to transfer wealth, avoid probate fees and keep assets confidential. Life insurance is also great for funding taxes arising on death, estate equalization, insured bequests and a host of business solutions.

Cool and Detached
Trusted and Influential

Financial Advisors

With an average of \$4.4 Billion (*with a 'B'*) transferring to the next generation every single day, Financial Advisors can add the CEA to identify themselves as those who can help executors. These are the most trusted and influential people in testators lives. They want to minimize estate challenges of taxation, illiquidity and inequality, and they have vested interests in facilitating discussions.

Estate Planning vs
Legacy Planning

Lawyers

Lawyers involved in estates struggle to be identifiable outside of their peers and centers of influence. The CEA is a logical, recognizable solution, which also forms a powerful network and a filter to your area of expertise, from the CEAs who understand executors' risks and the value of your important role in mitigating that risk and ensuring estate wishes are fulfilled.

Personal Risk for Executors
vs Estate **Bypass**

Realtors

CEAs are educated in the vast differences between property sales in estate situations versus regular transactions and they are looking for realtors who understand this unique and special market. Property makes up a significant portion of the average estate so executors need CEA Realtors.

Liquidity Issues
Well Structured Results



The CEA curriculum was designed to provide professions engaged with estate preparation and settlement with the tools necessary to add significant value for anyone involved in estate transfers.

Module 1) Getting Started

- 1 – Ethics
- 2 – Urgent Issues
- 3 – Funerals / Life Celebration
- 4 – Power of Attorney for Finance

Module 2) Duties of an Executor

- 1 – Executor Responsibilities
- 2 – Notifications
- 3 – Government Benefits
- 4 – The Big Picture

Module 3) Property

- 1 – Valuation of Real Property
- 2 – Liquidation of Real Property
- 3 – Valuation and Liquidation of Other Assets
- 4 – Digital Assets

Module 4) Financial Considerations

- 1 – Company Benefits and Pensions
- 2 – Life Insurance Policies
- 3 – Investments and Annuities
- 4 – Business Assets

Module 5) Trusts and Charities

- 1 – Introduction to Trusts
- 2 – Types and Uses of Trusts
- 3 – Charitable Gifting
- 4 – Donations Affected by Death

Module 6) The Estate and Probate

- 1 – Applying for Probate
- 2 – Wills
- 3 – Dying Intestate
- 4 – Closing the Estate

Module 7) Estate Administration Challenges

- 1 – Stress and Counselling
- 2 – Conflicts and Dealing with Beneficiaries
- 3 – Estate Settlement Challenges
- 4 – Mistakes and Abuses of Authority

Module 8) Executor Advisory Business Case

- 1 – The Art of the Conversation
- 2 – Practice Benefits
- 3 – Economic Benefits
- 4 – Marketing Strategies

The following is a very brief, high-level synopsis of the answer to the common question: ‘What’s In It For Me?’ by profession.



In addition to the above, CEAs often work cooperatively to help educate clients to raise awareness about the valuable resources available to assist them and their families. These may include marketing opportunities, referrals, knowledge sharing, joint seminars, camaraderie, and other networking benefits.

Your Next Steps: Visit www.cea.pro or email info@cea.pro with questions or comments.