



# Changing the way estates are planned and settled



Over the next 25 years, estate executors will manage the **largest wealth transfer in human history.**

**\$180K**

Avg. estate value (North America)

**\$0.5T**

Transferred each year - from one generation to the next

**40%**

↑ in mortality over the next 20 years

**\$65T**

Transferred over the next 25 years

**\$40B**

Per year spent on estate settlement

POLL

# Intergenerational Wealth Transfer

## Has your financial advisor:

1. ...discussed the importance of having a plan in place for your beneficiaries?

**54%**

SAID YES

2. ...asked you about the investment or wealth management needs of your beneficiary/beneficiaries

**41%**

SAID YES

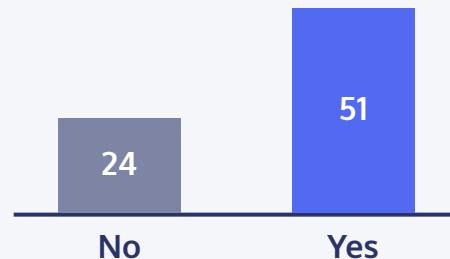
3. ...facilitated a conversation with your beneficiary/beneficiaries about your plan?

**25%**

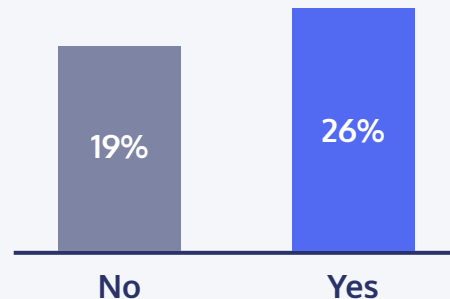
SAID YES

**15%**  
of clients  
said **YES** to  
all 3  
questions

## NET PROMOTER SCORE



## INTENT TO INCREASE AMOUNT INVESTED IN NEXT 12 MONTHS



# Estate planning and settlement is complex and time consuming



Highly  
Detailed



Legal  
Documents



Multi-  
disciplinary  
Expertise



View of All  
Assets



Next  
Generation /  
Dynamics



Fiduciary  
Duties

*Comprehensive estate and trust solutions are challenging to provide*

***You NEED an expert partner***

# Who is clear<sub>estate</sub> and how we can help





The modern-era Trust Office

## Independent

We don't offer competing services

## Affordable

1/3 cost of traditional providers

## Simple

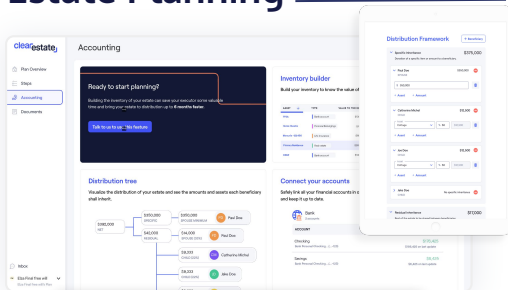
Proprietary tech makes it easy

## Expert

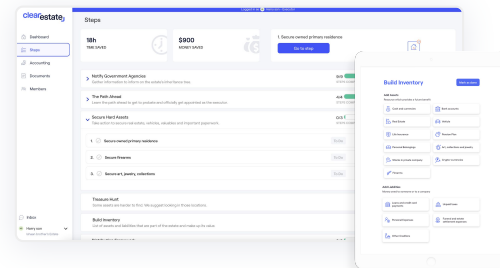
Multidisciplinary team of experts

Tech-enabled, **personalized**, expert **estate and trust** services.

### Estate Planning



### Estate Settlement



### We help financial advisors



**Deepen household relationships** with personalized estate planning



**Guard against competitors** with complete professional trust services



**Increase AUM** with a clear view of all assets and intergenerational wealth transfer

# Meet ClearEstate

## We are

- ✓ An estate service using **best-in-class technology**
- ✓ The independent Canadian firm that processes the **most settlements per month in the country**
- ✓ A team of experienced **estate professionals**
- ✓ Ready to support estates of **all shapes and sizes**

## And we will

- ✓ Help you leverage our cutting edge service-offer to provide a **modern-era estate solution** for your members
- ✓ Help **strengthen your relationship** with your members
- ✓ Help your members settle estates quickly, transparently, and at **1/3 of the usual cost**
- ✓ Handle all the difficult tasks using **modernised processes**: asset inventory, probate filing, taxes and distribution, along with a beneficiary portal.



# Messaging: Estate Settlement Services



Using ClearEstate can help you settle the estate **without having to hire a lawyer.**

"Simple" estates aren't always simple. You should talk to ClearEstate about it with their **free consultation** and check.

Working with ClearEstate can **save you thousands of dollars in legal fees.**

ClearEstate offers a consultation to **guide you through the process** and answer any questions you may have. Completely free of charge.

Starting to settle the estate can **relieve stress and worry, and help with your grieving process.** It's best to get started.

ClearEstate can help you through probate, and **everything that comes after that.**

ClearEstate has **helped hundreds of families** to settle their loved one's estates. You can be confident in what they do. **We trust them.**

**ClearEstate are the experts.** You work with real people, and can be sure that everything will be done right. You get real closure.





# How ClearEstate Compares

ClearEstate delivers a **simple flat fee, end-to-end experience**, at a fraction of the cost of the alternatives, from the comfort of your own home.

\$6,000 to \$17,500

## Traditional Lawyer

Requires a considerable retainer

Often charges hourly

If a flat fee is offered, may add hourly fees

Primary focus on court filing

Typically solo or very small team

Estate settlement is usually not main area of practice

\$2,748 to \$7,188

## ClearEstate

No retainer. Payment plans available

Absolutely no hourly rate

Simple and accessible packages based on complexity and level of support desired

Supports all steps of estate settlement

Dedicated Estate Professional and team of subject matter experts as needed

Specializes exclusively in estate planning and settlement

# How ClearEstate Compares (continued)

\$6,000 to \$17,500

## Traditional Lawyer

Unable to respond promptly to client inquiries and limited explanations offered

May offer some support for dealing with third parties

Technology is underutilized

No assistance with tax filings

Minimal transparency for beneficiaries

Support typically limited to one jurisdiction

Requires driving and inflexible in-person meetings

\$2,748 to \$7,188

## ClearEstate

Prioritizes client service and provides detailed explanations

Full support available for dealing with third parties

Tech-enabled with step-by-step estate settlement platform and record keeping

Supports preparation of tax filings

Enables transparency with beneficiary portal

Able to support multiple jurisdictions

Offer virtual meetings delivered at your own convenience

# Who is ClearEstate for?

- ClearEstate's mission is to empower all executors settling estates of all shapes and sizes.
- We support estates where there is a will and ones with no will (intestate).
- If it is determined that ClearEstate is not a fit, our team would try their best to guide the executor on next steps, as much as they can. We will be transparent in explaining to the potential client why we could not service them.
- E.g., we don't take cases with the potential to be litigious.

## What about non tech-savvy clients?

- In our experience, non-tech-savvy clients can best experience ClearEstate when they are accompanied by someone (a professional or close family member) who can support them through the process.
- Otherwise, if they are truly by themselves in using our product and services, we don't recommend it if they are not able at minimum to use a computer, email, etc.

# Services: Estate Settlement Quick Qualification

## Good Fits

- Individual is/will be the executor of the estate.
- There are assets to be dealt with (home, financial accounts, insurance policies, pensions)
- They WANT to hire someone to help them deal with the estate.
- A spouse where things are/were in the other person's name.
- They are capable of opening an email

## Bad Fits

- Individual will not be the executor of the estate (distant relative, friend, potential beneficiary).
- Discussing planning their own estate right after the person has passed. It is extremely rare a person is in a mental or financial position to do an estate plan at this time, in addition to the time commitment of settling the existing estate.
- The executor or the family already has an attorney hired for estate settlement or litigation

## What clients are saying

### Carolyn Sue Janus

#### Deepa is extremely responsive to all my question

Deepa is extremely responsive to all my questions no matter how insignificant they are. Probate is a costly and long process. So far ClearEstate has been very timely in processing paperwork.



### ClearEstate is rated "Excellent"

Based on over 200 reviews



★ Trustpilot



### Kim Vinh T Vu

#### My First Experience with ClearEstate

At 81 years old I am having the most important and difficult job to accomplish in my life. I know I would not be able to do it myself. It is indeed a very hard job. We are so lucky and blessed to receive the outstanding assistance from the wonderful ClearEstate team members. We put our complete trust in them and try our best to follow their instructions.



### Tambrey Anne Thomas

#### Absolutely the best!

They made a very trying and confusing time much easier for me. The team are awesome and very dedicated.



### David Humphrey

#### ClearEstate made everything clear as I settled the estate.

From initial contact through completion of work to settle my stepfather's estate ALL staff at ClearEstate were professional, polite and responsive. Kudos to everyone for coaching me as a rookie executor through the process. I will utilize their services again if needed.



### Warren Klein

#### Excellent online guidance system

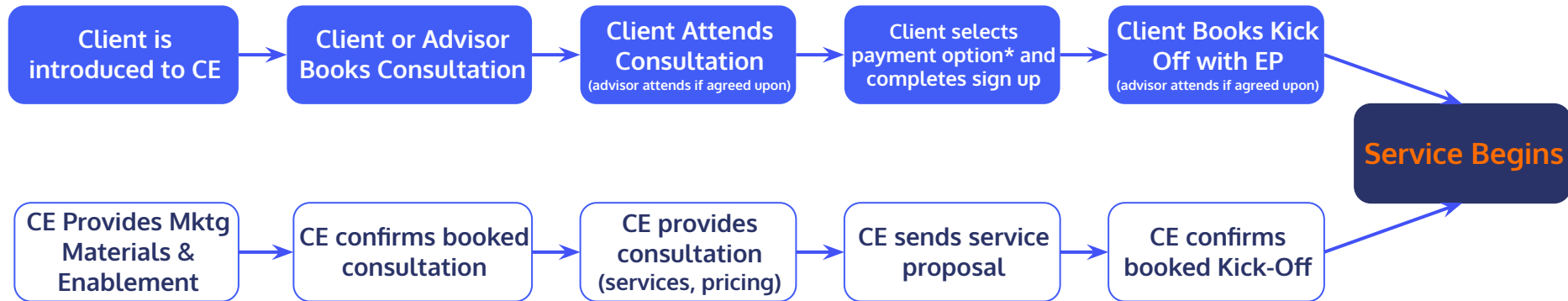
Appreciate the ease of access, quick availability to answers, and guidance through the process.



# Client Journey



# Client Journey

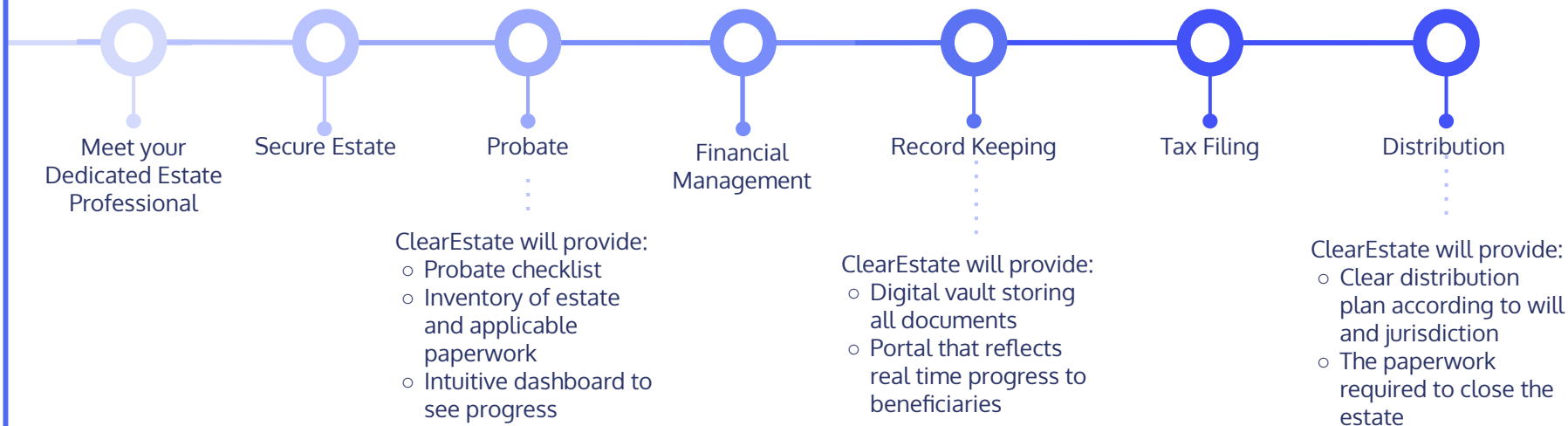


*\*Clients can choose to pay in full or to apply for a payment plan for which a 3rd party provider may present equal payment options, subject to their approval.*

# Estate Settlement Process with ClearEstate

It takes **~12-18 months** to settle an estate, with average legal and accounting fees of \$12,400 *based on average estate size of \$200,000*

**ClearEstate** clients often reduce that by **3-6 months**.





# Estate Planning Process with ClearEstate

With ClearEstate, you can ensure your **wishes are clear** and will be carried out **quickly and efficiently**, leaving the **legacy you intend** for your family.

Intro to your **dedicated Estate Professional** and discovery of your goals

**Guidance and coaching** on your key considerations and decisions

Creation of your **estate planning documents** (will, trusts, power of attorney for property and personal care, health care directives, etc.)

**Unlimited access** to platform to keep your information up to date and **annual review** with guidance on changes and improvements

Intake of your **personal and asset information**

Development of your **personalized estate plan**, including a visual of your estate distribution

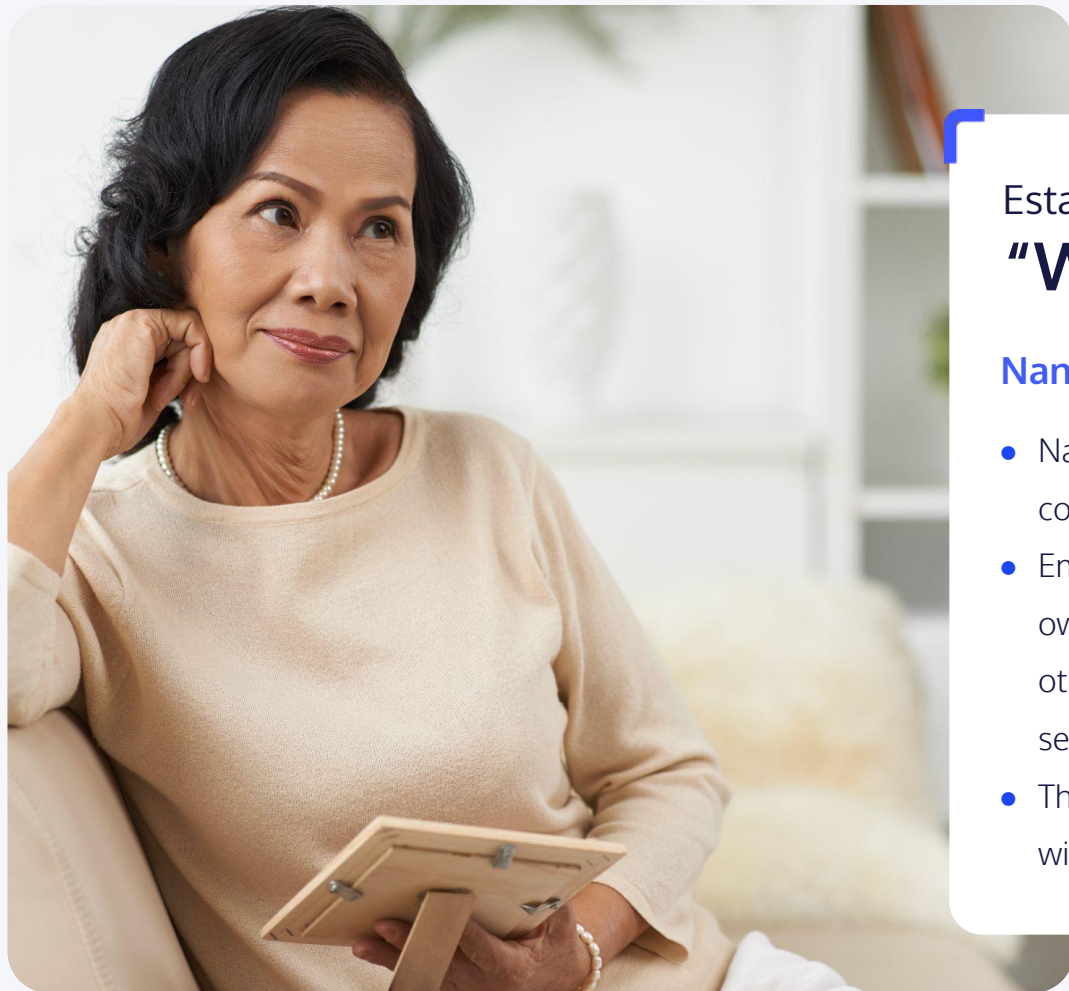
**Securely store** all documents and information in **ClearVault**, easily accessible for you and your loved ones when needed

You will receive **expert and personalized guidance** from our **team**, every step of the way.

# Marketing Material Provided by ClearEstate

- Rack Cards (printed or digital)
- Brochures (printed or digital)
- Estate Planning Checklist (digital)
- Executor Checklist (digital)
- Whitepaper: The Importance of Having a Will (digital)
- Help Centre for Advisors  
<https://www.clearestate.com/partners/advisor-help-centre>
- Client-facing consultation booking link  
(customized per advisor)

Request  
Marketing Material  
[HERE](#)



## Estate Case Study

# "We Get Along"

### Nancy

- Nancy's children, Emily and Daniel, are co-executors of her estate
- Emily and Daniel both have busy lives of their own, but have a good relationship with each other and feel they can navigate the estate settlement without much help
- The will contains no instructions for how to deal with disagreements between executors

## Estate Case Study

# "We Get Along"

### Issues

- At first, Emily and Daniel work well together
- When it comes time to sell Nancy's home, they disagree about marketing strategy and list price; neither is an expert, but both are insistent
- **Result:** The dispute causes a delay in the sale of the home, missing a favourable season in the market, and causing ongoing strain in the estate settlement and their relationship

### Lessons

Even with ideal family dynamics, estate settlement is complex and differing viewpoints can be passionately held. Engaging an **expert and impartial professional** who can guide the family through the relevant considerations when making decisions, can **alleviate the burden and strain** on them and maintain their **good relationships**.



## Estate Case Study

# “Kate will take care of it”

### Richard

- Richard’s children, Henry, Kate and Tom are co-executors
- Henry, Kate and Tom have very different personalities, but get along very well
- Kate ends up taking on the majority of the estate settlement work, hundreds of hours

## Estate Case Study

# "Kate will take care of it"

### Issues

- Henry and To are slow to sign documentation and only speak up to criticize the process
- Kate feels she should be compensated for her time, but when she suggests she should take executor compensation, her siblings refuse
- **Result:** Significant strain on Kate and resentment between the siblings and even the next generation.

### Lessons

The role of executor is quite a heavy burden and often with co-executors, one takes on the majority of the work. With the help of ClearEstate, this family could have benefitted from a **clear, simple, step-by-step process**. Alleviating the **time** Kate spent as well as the **strain** between the siblings over it.





## Estate Case Study

# "A Careful Plan Unravelled"

### Don and Mary

- 2 daughters, Sandy, and Leah, who has a disability
- Leah's circumstances are factored into their estate plan
- When Don passes, Mary receives "advice" from her neighbour to make her kids beneficiary of life insurance
- Mary does not check in with any professionals and proceeds with making the change

## Estate Case Study

# "A Careful Plan Unravelled"

### Issues

- When Mary updated her beneficiary designation she inadvertently revoked the initial planning
- Leah received portions of her inheritance directly rather than through a testamentary trust
- **Result:** Leah loses access to government benefits she relies upon and a tax-efficient "QDT". Sandy cannot manage figuring all of this out while taking on additional supporting responsibilities for Leah.

### Lessons

It's important to **work with expert professionals, communicate your plan to loved ones and regularly revisit.** Don and Mary could have benefited from holistic estate planning check-ins. They also could have considered a professional trustee to alleviate significant burden from Sandy.



# Our Estate Settlement Packages

## 1 upfront payment

Available payment plans subject to 3rd party provider approval & conditions

\$2,748

\$3,948

Recommended

\$5,148

1% of fair market value of the estate (min \$15K)

## Inclusions

### Essential

### Plus

### Complete

### Professional\*

End-to-End Settlement (multidisciplinary team, inventory, probate application, automated forms, etc.)



CE portal for executors



CE portal for beneficiaries



Estate Taxes and Final Taxes



Data entry done by CE



Representation with financial institutions and 3rd parties



ClearEstate appointed as agent and trust partner as Estate Representative



ClearEstate carries out all steps to settle estate



## \*Conditions for estate representative package:

- if the settlement takes longer than 18 months, an annual fee of 0.75% of the estate's fair market value will be charged
- Minimum is \$15,000 when CE was not named in the will (estate planning not done by CE)
- Minimum is \$7,188 If CE was named in the will as executor (estate planning done by CE)

# Our Estate Planning Packages

	Essential	Plus	Complete	Recommended Executor
<b>Setup Fees</b>	<b>\$588 ind. \$948 couple</b>	<b>\$1,188 ind. \$2,028 couple</b>	<b>\$1,788 ind. \$2,988 couple</b>	<b>\$3,948 ind. \$4,548 couple</b>
<i>Annual Fees</i>	<i>\$29 ind. \$39 couple</i>	<i>\$49 ind. \$79 couple</i>	<i>\$79 ind. \$129 couple</i>	<i>\$99 ind. \$149 couple</i>
<b>Inclusions</b>				
ClearVault	•	•	•	•
Estate Plan		•	•	•
Will & POA docs		•	•	•
Advanced Needs*			•	•
Name CE as your Executor**				1% at Settlement
Name CE as your POA***				1% on activation

\*Advanced needs are evaluated on individual cases by ClearEstate. **Here are some examples of advanced needs:** Blended family, business assets, multi-jurisdiction, foreign assets, etc.

\*\*1% of the estate fair market value billed at the time of settlement (Minimum \$7,188). 0.75% annually if longer than 18 months.

\*\*\* 1% of fair market value billed at activation of POA + 0.5% of FMV annually. POA for property only.

# Questions?

Contact us at

[hello@cleareststate.com](mailto:hello@cleareststate.com)

