

# ***SYLVESTER LAW FIRM ONE PAGER*** (4/2008)

## ***Did You Know...?***

- ◆ I am currently representing the son of a 53 year old man who recently died in Florida. I call the decedent “Mr. Notbright.” Mr. Notbright was driving down a road in Florida. He runs over a LARGE rattlesnake. He stops his truck and walks over to the snake, thinking that he would like to remove the rattle from the snake’s tail. When Mr. Notbright grabbed the snake, it bit him. Mr. Notbright rushes himself to the nearest hospital. The physicians administer an anti-venom serum. The anti-venom serum causes a heart attack, and Mr. Notbright dies. **Moral of the story:** Stay away from snakes, especially rattlesnakes, so that you don’t get bitten, and so that your descendants will not have to work with a lawyer prematurely, which, to some people, is worse than death by a rattlesnake bite.
- ◆ Spring will eventually arrive, which means I’ll be able to engage in my favorite sport: **golf**. The only thing keeping me from playing on the PGA Tour is.....talent. If you are interested in joining one of my firm sponsored golf outings, please **send me an e-mail**. As my guest, you will enjoy a day of golf, food and networking. **Fore!**
- ◆ As of January 1, 2008, there is **no state estate tax in Wisconsin**. Prediction: It will return after the goofballs in Washington get their act together and do something about the federal estate tax law.
- ◆ In 2009, the **federal estate tax exemption is \$3.5 million**. In 2009, Illinois’ **state estate tax exemption is \$2 million**. This disparity necessitates skilled credit-shelter trust planning for high net-worth clients.
- ◆ I recommend that clients take advantage of their ability to yearly **obtain one free credit report** from each of the three credit reporting agencies. I specifically recommend that they obtain one report every four months so that they can more regularly track their credit reporting activity. I recommend this to you, too.

## ***Business Development Tid-bits***

- ◆ Web-site pages have **title tags**. Title tags are the descriptive text that displays at the top of your browser on every web-page you visit. **Appropriate title tags are essential to good search engine placement**. If the description on your title tag doesn’t match the content on the web-page, you run the risk of receiving a low ranking, or no ranking. As you update the copy on your web-pages, **make sure you also update your title tags**.
- ◆ It is critical that we **generate interactions with prospects**. **Here are some ways to generate such interactions:** Offer free written information through both your web-site and through hard-copy advertisements. Offer free initial consultations. Invite people to educational seminars. Attend other advisors’ educational seminars. Join civic and networking groups. Invite someone to breakfast or lunch at least once per week. Maintain a web-site that is highly optimized for search engines, and that will be visited by more potential clients.
- ◆ Use **stamps that generate income** for charities when you send “thank-you” notes to referral sources and clients. I use **breast cancer stamps** because I lost both my mom and grandma to breast cancer. While a stamp won’t directly generate business, using a “charity” stamp shows thoughtfulness, which will not go unnoticed by the recipients of your cards. Whatever you do in this regard, definitely **do not use a postage meter when sending cards**, because it’s very tacky to do so.

## ***Recommended Product and/or Resource***

- ◆ **Allen Edmonds** shoes. My late father taught me long ago that **Allen Edmonds** makes the highest quality American-made dress shoes available on the market. No other American brand comes close. They are expensive, but they look great and exude “class.” Visit **www.allenedmonds.com**.

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