

SYLVESTER LAW FIRM ONE PAGER (12/2007)

Did You Know...?

- ◆ My firm's **new local telephone number is (847) 251 – 2999**. Please use this number if you are calling my firm locally. My toll free number will continue to be (866) 369 – 1200. My fax number will continue to be (847) 251 – 1999. **Please update your database to reflect my firm's new local telephone number.**
- ◆ The **42nd Annual Heckerling Institute on Estate Planning** is being held January 14 – 18 at Orlando World Center Marriott. For more information, visit www.law.miami.edu/heckerling.
- ◆ **I will be in Miami Beach from December 23 through December 28**. I will be working while I'm down there. I will be reachable via telephone and e-mail.
- ◆ In Illinois, attorneys use a **Bill of Sale** to transfer a client's tangible personal property to the client's Revocable Living Trust. In Wisconsin, attorneys use a **General Assignment**. Remember, items of tangible personal property are probate assets. Therefore, if a trust is being used by a client for probate avoidance, that client should be sure to execute the appropriate legal instrument for transferring their tangible personal property to their Revocable Living Trust. Unfortunately, I often see plans prepared by other attorneys that do not include the appropriate instrument for transferring tangible personal property to the client's trust.
- ◆ The State Bar of Wisconsin's "**Wisconsin Lawyer**" magazine published a short piece that I wrote in response to the question: ***Should I represent multiple family members in a common transaction?***
- ◆ A client's **529 Education Savings Plan** can be transferred to, and owned by, their Revocable Living Trust.

Business Development Tid-bits

- ◆ If your web-site is merely an on-line advertisement (be honest with yourself), **convert your web-site to an on-line resource for useful, up-to-date information.**
- ◆ Inform prospects that you **do not take just any client** that walks through the door.
- ◆ When a prospect asks why you charge more than your competitors, pose the following: **"I wonder what he/she is leaving out."** Then, emphasize the first law of business economics: **The person who charges less must deliver less.**
- ◆ Employ **education-based marketing**. Your educational message should (1) identify and explain your prospect's problem, (2) prove the problem exists, (3) identify one or more solutions, (4) prove the solution works, and (5) build "you" into the solution so your prospect hires you to help solve his/her problem or achieve his/her goal.

Recommended Products and/or Resources

- ◆ **GoldMine's relationship management software.** See www.goldmine.com for additional information about this powerful relationship management tool.

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