

# ***SYLVESTER LAW FIRM ONE PAGER*** (10/2007)

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

- ◆ I do a significant amount of **Special Needs Trust** planning, which is a sub-specialty in the estate planning law arena. I will be attending another **advanced conference** on Special Needs Trust planning on October 18 and 19 in Clearwater Beach, Florida. The conference is hosted by **Stetson University College of Law**.
- ◆ I am currently writing a chapter on **Drafting Special Needs Trusts** for the Illinois Institute for Continuing Legal Education. I will then give a speech on this topic at an IICLE continuing education conference attended by Illinois lawyers.
- ◆ I recent wrote an article entitled **Comparing Costs of Post-Death Administration: Fully Funded Trust Versus Probate Estate**. The article was published as the lead article in the summer 2007 issue of the **JOURNAL OF TAXATION OF INVESTMENTS**.
- ◆ Unlike many attorneys, I believe that **long-term care insurance** is a great product for clients who have enough income to comfortably pay the premiums, and who have enough “wealth” to protect from the high cost of long-term nursing home care.
- ◆ I almost always recommend that my Illinois and Wisconsin clients who are **Florida “snowbirds”** establish **Florida as their domicile**. Florida law offers **tax and asset protection benefits** that cannot be achieved through domicile in Illinois and Wisconsin. On my newly revised web-site, I enumerate several things that clients should do to solidify Florida as their domicile.

## **Business Development Tid-bits**

- ◆ Seek to acquire **client loyalty**. Pricing won't do it. A business built on price alone is targeted toward clients who will desert you the moment your prices aren't competitive.
- ◆ Identify ways through which you can **ameliorate your reputation** as an advisor. Your reputation is your greatest asset – not product, not price, not service. Everything flows from reputation: closes, client loyalty and referrals.
- ◆ Consider holding yourself out as a **media contact**. If you want to be a media resource, write and send out a **Memo of Expertise** to media editors. Your **Memo of Expertise** should be no longer than one page, and it should be formatted for quick and easy review. Highlight your experience, qualifications, background, availability and willingness to respond quickly to an editor's request.
- ◆ Consider using **news releases**. The essential elements of a news release are: (1) **“News Release”** in big, bold letters; (2) **“Contact:”** followed by your name and phone number at the top right; (3) **“For Immediate Release,”** centered and underlined; and (4) a headline consisting of two to four lines, centered and underlined.

## **Recommended Products and/or Resources**

- ◆ **Act! Contacts Manager for Financial Professionals**. Visit [www.act.com](http://www.act.com) to learn more. Sage Software is the company that produces said contacts manager.

**Atty. Patrick S. Sylvester**

**Toll Free (866) 369 – 1200**

**[pss@sylvesterlawfirm.com](mailto:pss@sylvesterlawfirm.com) • [www.sylvesterlawfirm.com](http://www.sylvesterlawfirm.com)**