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to the Estate Planning Community

NEWS

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New Book by WealthCounsel® Consortium of Estate Planning Attorneys Helps Americans Properly Plan for and Preserve Wealth

Madison, WI, January 15, 2008 -- There are few things in life more certain than death and taxes. However, the fact is few people actually plan for them. According to a recent survey, nearly 60 percent of Americans do not have a will. While there is more to estate planning than simply creating a will, it is a step in the right direction.

In the new book *WealthCounsel® Estate Planning Strategies: Collective Wisdom, Proven Techniques*, a consortium of 90 estate planning attorneys have outlined essential estate planning strategies all Americans, no matter their level of wealth, can utilize to plan not only for death and taxes, but to ensure their wishes are carried out exactly as they desire. In easy-to-understand language, *WealthCounsel® Estate Planning Strategies* helps people comprehend the entire estate planning process, from the goals of estate planning and the documents generated in the process, to planning for potential incapacity, tax avoidance, charitable giving, retirement benefits planning, business succession, and asset protection. The book not only provides insights and advice to those with large estates, but also offers help to those with very basic estate planning needs.

“Many people mistakenly believe their estate is not large or complex enough to warrant estate planning,” says Leslie Daff, JD, MBA, attorney and principal of Estate Plan, Inc., co-editor of the book. “However, despite the obvious financial benefits of estate planning – avoiding probate and minimizing taxes – there are important non-financial reasons to plan as well, such as determining who will handle your affairs and make medical decisions on your behalf if you are incapacitated, and who will care for your minor children, decisions which if made in advance will enable your loved ones to avoid court intervention.”

WealthCounsel® Estate Planning Strategies explains:

- The goals and objectives of estate planning
- The basic and advanced documents used in estate planning today
- Basic rules for titling assets and property ownership
- How today’s changing estate, gift, and income tax rules affect legacy planning
- Life insurance strategies and techniques

- Retirement plan rules and principles
- How to plan for today's blended and non-traditional families
- Asset protection strategies
- Business succession planning

“So few people know everything that should be considered when planning an estate,” says Randy Gardner, JD, LLM, MBA, CPA, CFP®, Director of Education for WealthCounsel, LLC. “That’s why we’ve gathered some of the best minds in estate planning to help people navigate through a difficult but necessary process.

Chock full of authoritative information about estate planning and asset preservation, *WealthCounsel® Estate Planning Strategies* is one book every conscientious American should own. “This book is the perfect book for the lay person. Confusion melts away as the reader reviews the simple examples and clearly written chapters,” says John L. Jenkins, AEP, EA, CFP®, Fellow of the Esperti Peterson Institute, President and CEO of Asset Preservation Strategies, Inc.

“If you’ve ever received advice you didn’t understand, or had a question about any estate planning matter, this book will give you clear answers. This is one of the most valuable estate planning resources I’ve seen, and shall serve as a great resource on the book shelf of any professional or high net worth family,” says John P. Napolitano, CFP®, CPA, PFS, MST, RLP®, President and CEO of U.S. Wealth Companies and author of *The Complete Idiot’s Guide to Success as a Personal Financial Planner*.

“This book is an invaluable resource and ‘must-have’ for both professionals and consumers who are interested in maximizing their wealth through estate planning. It makes complex estate planning strategies easy to read and comprehend for virtually anyone...which is quite an accomplishment,” says Deborah Price, CEO & Founder, The Money Coaching Institute.

WealthCounsel® Estate Planning Strategies, \$29.95, Paperback, 385 pages, ISBN 978-0-9821779-0-7, is published by Wealth Builders Press, LLC and is available by calling 888-659-4069, Ext. 819, or by visiting www.WealthCounsel.com.

ABOUT WEALTHCOUNSEL®

For more than a decade, WealthCounsel, LLC has been helping estate planning attorneys build and sustain successful practices. As a membership-based organization featuring a collaborative network of nearly 1,800 practitioners throughout all 50 states, WealthCounsel, LLC commands a unique position in the marketplace. The company is known for its Five-Star Practice Solution™, which includes a unique blend of its WealthDocs™ document drafting software, a collaborative community of attorney practitioners, listserv discussion forums, document-centric education and practice building resources. WealthCounsel, LLC shares ownership in ElderCounsel, LLC, and the Advisors Forum, LLC. For more information, visit www.WealthCounsel.com.

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