



Take-Away Trust Strategy

Trust Sales Concept

Perhaps the easiest and quickest way for any financial professional to expand their practice into the trust market is by focusing their marketing on moving existing accounts from other trustees. A concept called "Take-Away Trusts."

The sales cycle for a take-away trust is typically much shorter than that of a new trust. Although some older trust documents can contain language that restricts the exchange of trustees, most trusts do allow it. At Reliance Trust Company, we're here to help you with a complimentary review of your client's trust documents and assets. During the review, we will determine the strategy, process and requirements to potentially move the account to your practice. This way, you will know up front what is required and you will avoid wasting time on non-productive accounts.

CLIENT PROFILE

Any prospect with a trust managed by a bank trust department or trust company.

ACTION STEPS

1. Send a copy of the entire trust document and include any/all amendments and most recent asset statements to your RTC Consultant;
2. Your Consultant will review the document and statement to determine if the account can be transferred; and
3. The Consultant will provide you with a summary of the steps needed to transfer the account, or if applicable, the reason(s) why the account cannot or should not be transferred.

PROSPECTING

YOU make the difference! There are many trust companies out there today that could likely serve your prospects needs. However, very few of these companies allow you to be actively involved in your client's trust. Only you can offer the unique package of your financial management with RTC as the administrator.

PROSPECTIVE MOTIVATORS

Motivators for prospects and clients to change trustees to RTC:

- The strength of the existing relationship they have with you;
- A desire to consolidate their investment assets with one financial professional;
- Dissatisfaction with the fees charged or the level of service provided by the current trustee; and
- Dissatisfaction with the investment options or performance with their current institution.

If you have questions about this or other personal trust opportunities, please contact your Reliance Consultant at 704-366-8875.

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