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MARKETPLACE
2011 - 2012

Leading Provider of Tools & Intelligence to the Estate Planning Community

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WealthCounsel MARKETPLACE

2011 - 2012

WealthCounsel is dedicated to providing the tools and technology that each estate planning office requires for success. Members in WealthCounsel have access to the industry's leading-edge estate planning systems, WealthDocx®.

We are pleased to expand our offerings to include a convenient source for all estate planners for the latest education programs, practice management/development books, apparel, Practice Management Library, portfolios and tabs. Members of WealthCounsel will enjoy a special member discount.

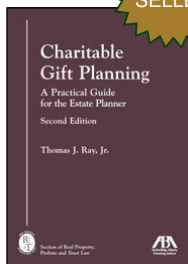
Over 2,200 attorneys have chosen the WealthCounsel, The Advisors Forum, and ElderCounsel model for their practice. We hope you will find the addition of the Marketplace as a smart choice for the discriminating estate planner.

For more information about products and services listed in this catalog, or for information regarding WealthCounsel or The Advisors Forum membership, please contact us at 888-659-4069, ext. 831, or by e-mail marketplace@wealthcounsel.com

CONTENTS

PROFESSIONAL LIBRARY	2
EDUCATION	5
PORTFOLIOS & TABS	6
PRACTICE MANAGEMENT LIBRARY	8
APPAREL	9
PROFESSIONAL SERVICES	10
SISTER COMPANIES	11
ORDER FORM	13

ESTATE PLANNING



TOP SELLER

**CHARITABLE GIFT PLANNING:
A PRACTICAL GUIDE FOR THE
ESTATE PLANNER, 2ND ED.**

Author: Thomas J. Ray, Jr.

This is a practice-focused book that provides clear and insightful explanations of tax law, financial considerations, drafting guidelines, and forms for practitioners interested in planning for clients' charitable giving needs as part of a comprehensive estate and financial plan.

458-001
 RETAIL \$174.95
 MEMBER PRICE \$114.95
 REGULAR PRICE \$124.95

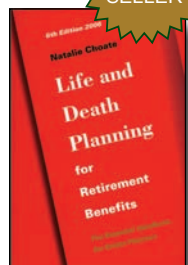


TOP SELLER

**WEALTHCOUNSEL ESTATE
PLANNING STRATEGIES:
COLLECTIVE WISDOM, PROVEN
TECHNIQUE**

WealthCounsel member 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.

23E-000
 MEMBER PRICE \$19.95
 REGULAR PRICE \$29.95



TOP SELLER

**LIFE AND DEATH PLANNING
FOR RETIREMENT BENEFITS:
THE ESSENTIAL HANDBOOK FOR
ESTATE PLANNERS, 6TH ED.**

Author: Natalie Choate

Nationally recognized expert Natalie Choate authors this highly recommended book which includes hundreds of tax and other rules affecting your clients' planning choices. A "must have" for your law library!

458-002
 MEMBER PRICE \$89.95
 REGULAR PRICE \$99.95



TOP SELLER

THE BIG IRA BOOK

Authors: Robert Keebler, Cecil Smith & Carol Gonnella

This new book and PowerPoint will enhance your practice and increase your revenues. It is unlike any other book in the nation about the difficult issues of beneficiary designation of retirement plans. Visit www.BIGIRABOOK.com for more information.

458-013
 MEMBER PRICE \$495.00
 REGULAR PRICE \$595.00



**SPECIAL PEOPLE,
SPECIAL PLANNING**

Authors: Peggy R. Hoyt & Candace M. Pollock

This book creates a financial and legal blueprint to address the special person's unique personal and social needs. Families of people with special needs face planning challenges that accompany longer life expectancies - a future without full independence - and the need to maintain an outstanding quality of life.

458-008
 MEMBER PRICE \$14.95
 REGULAR PRICE \$19.95



**ALL MY CHILDREN
WEAR FUR COATS**

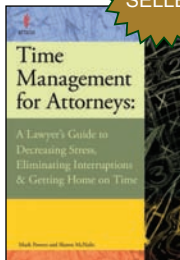
Author: Peggy R. Hoyt, J.D., M.B.A.

Our pets are loved family members. We worry about them, just like our children. For all these reasons, and so many more, you should explore all the alternatives for planning for your pet's future without you and for your future without your pet.

458-007
 MEMBER PRICE \$14.95
 REGULAR PRICE \$19.95

PRACTICE MANAGEMENT

TOP
SELLER

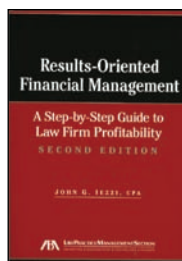


TIME MANAGEMENT FOR ATTORNEYS

Author: Mark Powers & Shawn McNalis

Compiled in this book is all the time-tested techniques we have learned over the years and put into an easy-to-use guide just for attorneys. In it are real-life examples, exercises, and client case studies and a CD containing over 50 practice-specific forms.

458-107
MEMBER PRICE \$69.95
REGULAR PRICE \$79.95

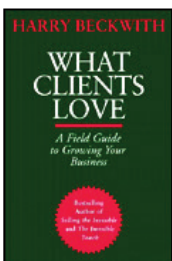


RESULTS-ORIENTED FINANCIAL MANAGEMENT: A STEP-BY-STEP GUIDE TO LAW FIRM PROFITABILITY, 2ND ED.

Author: John G. Iezzi, CPA

Every law firm needs sound, financial management practices to thrive. Unfortunately, most firms can't afford a highly skilled Chief Financial Officer to develop a well organized and executed financial plan to reach their financial goals and objectives. This book will help firms in this effort.

458-104
RETAIL \$99.95
MEMBER PRICE \$69.95
REGULAR PRICE \$79.95

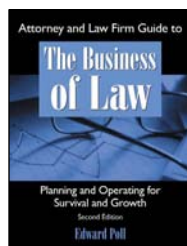


WHAT CLIENTS LOVE: A FIELD GUIDE TO GROWING YOUR BUSINESS

Author: Harry Beckwith

An easy-to-read guide taking client services to yet another level by the author of *Selling the Invisible*. We spend our careers dictating what our clients want. Perhaps it would be wise to listen to what they want.

458-102
MEMBER PRICE \$14.95
REGULAR \$21.95



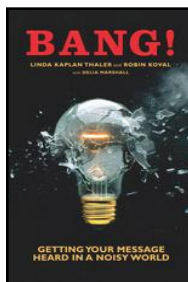
ATTORNEY & LAW FIRM GUIDE TO THE BUSINESS OF LAW

Author: Edward Poll

This expanded edition adds 27 new chapters on marketing, personnel issues, technology, time management, clients' trust accounting, opening a new office, and changing from one practice to another.

458-012
MEMBER PRICE \$99.95
REGULAR PRICE \$109.95

MARKETING YOUR PRACTICE



BANG! GETTING YOUR MESSAGE HEARD IN A NOISY WORLD

Authors: Linda Kaplan Thayer, Robin Koval, & Delia Marshall

Take it from Gordon Bethune, Chairman and CEO of Continental Airlines: "Linda Kaplan Thaler and Robin Koval get it from every angle. This book is full of extraordinary insight on effective message delivery."

458-300
MEMBER PRICE \$10.95
REGULAR PRICE \$14.95

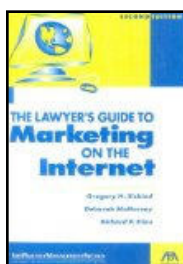


MARKETING SUCCESS STORIES: CONVERSATIONS WITH LEADING LAWYERS, 2ND ED.

Authors: Joyce K. Smiley & Hollis Hatfield Weishar

This practice building resource is a collection of anecdotes on successful and creative marketing techniques used in a variety of practice settings.

458-301
MEMBER PRICE \$55.95
REGULAR PRICE \$65.95



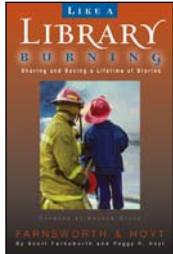
THE LAWYER'S GUIDE TO MARKETING ON THE INTERNET 2ND ED.

Authors: Gregory H. Siskind, Deborah McMurray, & Richard P. Klau

From developing an Internet marketing plan, designing your web site, to following through with publicity, this guide will walk you through steps necessary to marketing your firm on the Internet and enabling you to stay competitive in the marketplace.

458-302
MEMBER PRICE \$55.95 REGULAR PRICE \$65.95

FOR YOU AND YOUR CLIENTS



LIKE A LIBRARY BURNING

Authors: Peggy R. Hoyt & Scott Farnsworth

This practical, timely book can help you preserve and enhance your true wealth: the richness and meaning of your life, your relationships with those you love most, and your power and influence for good in the world, both now and when you're gone.

458-208
 MEMBER PRICE \$14.95
 REGULAR PRICE \$19.95

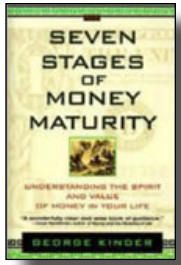


A MATTER OF TRUST: THE IMPORTANCE OF PERSONAL INSTRUCTIONS

Authors: Peggy R. Hoyt & Candace M. Pollock

This book identifies the types of legal planning directives most people require, including wills, trusts, powers of attorney, healthcare directives, living wills and memorial instructions. It describes when, where, and how to create personal instructions to properly guide your successors.

458-204
 MEMBER PRICE \$14.95
 REGULAR PRICE \$19.95

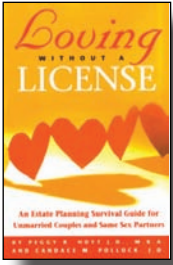


SEVEN STAGES OF MONEY MATURITY

Author: George Kinder

This book presents an original look at the ins and outs of individual economics. Kinder combines the philosophical and the practical to help readers broaden their understanding of the overall role that money plays in life from childhood onward--and, more importantly, put themselves on firmer footing with it today.

458-205
 MEMBER PRICE \$10.95
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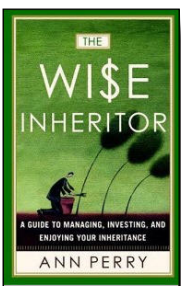


LOVING WITHOUT A LICENSE

Authors: Peggy R. Hoyt & Candace M. Pollock

This book explores the unique estate planning challenges of unmarried couples and same sex partners-life alliance partners. In an easy-to-read, easy-to-understand format, discover the estate planning techniques and directives that allow you and your partner to protect yourselves and each other.

458-206
 MEMBER PRICE \$14.95
 REGULAR PRICE \$19.95

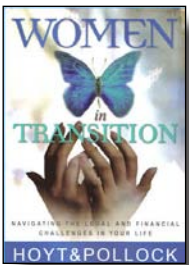


THE WISE INHERITOR

Author: Ann Perry

A guide to managing, investing, and enjoying your inheritance. The complete guide for managing the financial, legal, and emotional issues of inheritances large and small. Perry's insightful examination of the challenges make managing a bequest a little easier.

458-207
 MEMBER PRICE \$15.95
 REGULAR PRICE \$25.95



WOMEN IN TRANSITION

Author: Peggy R. Hoyt & Candace M. Pollock

Women take the experience and resources at each phase as the foundation for the next phase. This book will teach you how to build your own solid foundation to protect yourself and the people and things you cherish.

458-207
 MEMBER PRICE \$15.95
 REGULAR PRICE \$25.95



Take a course in the comfort of your home or office. WealthCounsel offers education and training in a variety of delivery methods. All purchases include written course materials in hard copy or on CD, depending on availability. Materials may also be purchased separately.

Below is a list of recent recorded events. Our recorded education courses are changing on a regular basis. For the most up-to-date list of our audio, video and online offerings visit the WealthCounsel MarketPlace at www.wealthcounsel.com.

NOTE: Course attendees may purchase the recorded course at a 50% discount.

Contact marketplace@wealthcounsel.com to get your discount coupon code. Also, members who have purchased a recorded course at full price and attend the identical course within one year of their purchase can attend at a 50% discount. Contact your Practice Facilitator for more details and to receive your discount code.

EDUCATIONAL OFFERINGS

ITEM #	TITLE	PRESENTER(S)	MEMBER PRICE	REGULAR PRICE
23D-000	The Art of Attraction – Estate Planning Marketing & Methods on DVD	Peter Lennington and Eden Rose Brown	\$500.00	\$695.00
23D-101	Introduction to Irrevocable Trust Planning on DVD	Peter Parenti and Matthew McClintock	\$250.00	\$395.00
23D-103	Comprehensive Planning with Wills, Trusts, and Ancillary Documents on DVD	Peter Parenti and Matthew McClintock	\$500.00	\$695.00
457-700	IRAs Payables to Trusts on CD	Robert Keebler and Lew Dymond	\$350.00	\$350.00
<p><i>Completely updated for the \$3.5 million exemption, new PLR and rev rulings and asset protection issues under the Commerce Bank Doctrine. An absolute MUST for every estate planning lawyer.</i></p>				
23D-352	Planning in a Low Interest Rate Environment -Designing and Drafting GRATs, Sales to IDGTs and Other Strategies with WealthDocx on DVD	D. Scott Schrader and Matt Brown	\$500.00	\$695.00
32D-600	The Business of Law® on DVD	Edward Poll	\$ 329.00	\$459.00
23D-353	The Business of Law® Case Study Analysis on DVD	Edward Poll	\$250.00	\$375.00
23D-354	Overview of Estate Administration Law and Process - Developing an Estate Administration Practice as a Profit Center on DVD	Stephen Mancini and Matthew McClintock	\$250.00	\$395.00
23D-350	Trust Administration Workshop on DVD	Dan Collins and Stephen Mancini	\$500.00	\$695.00
23D-351	Administering Estates – SettlementCounsel Processes & Practices on DVD	Stephen Mancini and Nina Rosson	\$249.00	\$399.00

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Not sure what size to order? The correct way to measure a binder is to measure the inside diameter of the ring (or the straight edge of the "D" ring.) Approximately 100 sheets will fit into each 1/2" of capacity. If you have any questions about how to measure the binder size, contact Mike Salkind at In-A-Bind, 800-726-3687 or inabind@verizon.net.

**Prices shown do not include an additional \$10 handling fee per order, plus applicable sales tax and shipping charges. WealthCounsel will contact you with the exact shipping and handling fees after your order is placed.*

Note: Regular WealthCounsel fees do not apply to binder and tab orders.

ESTATE PORTFOLIO TABS

- Introduction
- Overview
- Living Trust Agreement
- Will
- Nominations
- Personal Information
- Funding Instructions
- Power of Attorney
- Certificate of Trust
- Trustee Affidavit
- Privacy Affidavit
- Trust Assets
- Health Care
- Memorial Instructions
- Property Agreements
- Personal Effects
- Other Documents

CORPORATE PORTFOLIO TABS

- Organizational Resolutions
- Bylaws
- Stock Certificates
- Register of Shareholders, Officers and Directors
- Financial Statements
- Tax Information and Tax Returns
- Shareholder Agreements
- Compensation Plans and Compensation Resolutions
- Fringe Benefit Plans
- Third-Party Agreements & Contracts
- Minutes & Written Consent Actions
- Other

RETIREMENT TRUST PORTFOLIO TABS

- Overview
- Trust Agreement
- Certificate of Trust
- Asset & Beneficiary Designations
- Tax Filings
- Financial Statements
- Correspondence

ORGANIZATION PORTFOLIO TABS

- Table of Contents
- General Information
- Certificate/Articles
- Organization Agreement
- Management Tools/Agreement
- Tax Filings
- Asset List/Valuation Reports
- Funding Documents
- Contributions
- Transfers of Interests
- Ownership Certificates
- Plans and Minutes
- Correspondence
- Miscellaneous
- Operations Manual

IRREVOCABLE TRUST PORTFOLIO TABS

- Introduction
- Trust Agreement
- Overview
- Trust Assets
- Tax Filings
- Correspondence
- Instructions To Trustee
- Certification of Trust
- Demand Right Notifications
- Charitable Deduction Calculation
- Investment Reports and Agreements

WILL PORTFOLIO TABS

- Overview
- Will
- Personal Information
- Power of Attorney
- Health Care
- Memorial Instructions
- Personal Effects
- Other Documents



TRUST ADMINISTRATION PORTFOLIO TABS

Estate Documents:

- Estate Planning Documents
- Funeral/Memorial Instructions
- Death Certificates/Marriage Licenses
- Administrative Trust & Assets
- Subtrusts & Assets
- Distributions & Claims
- Other

Asset Details:

- Real Estate
- Stocks & Bonds
- LLCs, Partnerships, Closely-Held Corps.
- Receivables & Cash
- Life Insurance
- Jointly Owned Property
- Personal Property
- Powers of Appointment
- Annuities, IRAs, Other Retirement Accounts
- Account Rollovers/Beneficiary Designation Details
- Funeral & Administration Expenses
- Debts, Liens, & Other Payables
- Losses & Other Expenses
- Tax Returns
- Probate Documents

CUSTOM SETTLEMENTCOUNSEL TRUSTEE TABS

- Gathering
- Evaluation
- Initial Visit
- Creating Trustee Authority
- Analyze & Test
- Presenting the Preliminary Plan
- Building the Plan
- Implementation
- Confirmation

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WEALTH PLANNING PORTFOLIO (INCLUDES ONE SET OF TABS PER PORTFOLIO)
Choose from two colors: Burgundy or Hunter Green

ITEM #	SIZE (IN INCHES)	ITEMS PER CASE	MEMBER PRICE	REGULAR PRICE
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451-003	2	7	\$149.75	\$166.39
451-004	2.5	7	\$156.05	\$173.39

ESTATE PLANNING PORTFOLIO (INCLUDES ONE SET OF TABS PER PORTFOLIO)
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451-101	1.5	14	\$286.90	\$318.78
451-102	2	7	\$149.75	\$166.39
451-103	2.5	7	\$156.05	\$173.39

BUSINESS PLANNING PORTFOLIO (INCLUDES ONE SET OF TABS PER PORTFOLIO)
Dark Blue only

ITEM #	SIZE (IN INCHES)	ITEMS PER CASE	MEMBER PRICE	REGULAR PRICE
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CORPORATE DOCUMENTS PORTFOLIO (INCLUDES ONE SET OF TABS PER PORTFOLIO)
Burgundy only

ITEM #	SIZE (IN INCHES)	ITEMS PER CASE	MEMBER PRICE	REGULAR PRICE
451-300	2	7	\$152.90	\$169.89

RETIREMENT TRUST PORTFOLIO (INCLUDES ONE SET OF TABS PER PORTFOLIO)
(Choose from two colors: Burgundy or Hunter Green)

ITEM #	SIZE (IN INCHES)	ITEMS PER CASE	MEMBER PRICE	REGULAR PRICE
451-275	1	7	\$137.15	\$152.39

TRUST ADMINISTRATORS PORTFOLIO (INCLUDES ONE SET OF TABS PER PORTFOLIO)
(Choose from two colors: Burgundy or Hunter Green)

ITEM #	SIZE (IN INCHES)	ITEMS PER CASE	MEMBER PRICE	REGULAR PRICE
451-250	1.5	14	\$286.90	\$318.78

SPECIAL NEEDS PORTFOLIO/GENERIC PORTFOLIO (INCLUDES ONE SET OF TABS PER PORTFOLIO)
(Choose from two colors: Burgundy or Hunter Green)

ITEM #	SIZE (IN INCHES)	ITEMS PER CASE	MEMBER PRICE	REGULAR PRICE
451-225	1	7	\$178.50	\$199.50

ADDITIONAL SETS OF PORTFOLIO TABS

ITEM #	SIZE (IN INCHES)	# OF TABS PER SET	# OF SETS PER PACK	MEMBER PRICE	REGULAR PRICE
451-400	ESTATE	17	7	\$34.65	\$38.50
451-401	CORPORATE	12	7	\$28.35	\$31.50
451-402	ORGANIZATION	15	7	\$34.65	\$38.50
451-403	IRREVOCABLE TRUST	11	7	\$28.35	\$31.50
451-404	WILL	8	7	\$25.20	\$28.00
451-405	RETIREMENT TRUST	7	7	\$25.20	\$28.00
451-406	TRUST ADMINISTRATION	24	7	\$48.83	\$54.25
451-407	CUSTOM SETTLEMENTCOUNSEL TRUSTEE	9	7	\$28.35	\$31.50

Practice Management Library

SETTLEMENTCOUNSEL® THE WEALTHCOUNSEL ESTATE SETTLEMENT SYSTEM

466-100

INITIAL INVESTMENT MEMBER PRICE	\$995
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(Annual maintenance Fee of \$720 will be payable after one year)

This valuable practice building and software system is available for purchase by WealthCounsel members as well as by any estate planning attorney who is committed to using the most cutting-edge system available today. WealthCounsel members will receive special discount pricing.

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- Profit-center focused
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WYOMING LLC MANUAL (WITH CD)

A Manual made specifically for WealthCounsel Members.

466-000

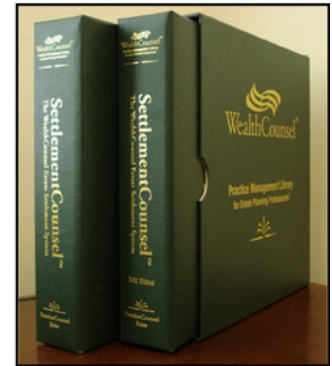
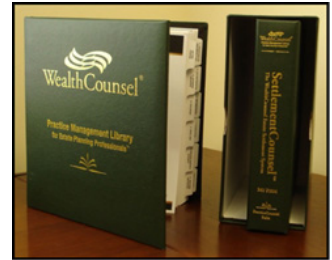
MEMBER PRICE	\$395
REGULAR PRICE	\$495

The Manual is a comprehensive package of explanatory summaries, outlines, documents, forms, charts, and marketing materials which will allow you to quickly and easily create Wyoming Close LLCs, and ensure they are properly registered through Teton Agents, LLC. (Note: The manual does not include a form Wyoming Close LLC since WealthCounsel members can easily create an Operating Agreement or approved Wyoming Close LLCs in the WealthDocx® LLC Module. Accordingly, the WealthCounsel member rate for this manual is discounted by \$1,400.)

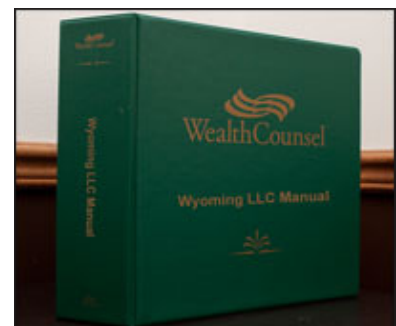
The State of Wyoming is one of, if not the most attractive states, in the country because of its taxes. Bloomberg Wealth Manager magazine has declared Wyoming to be the number one friendliest state for wealthy people. For example, Wyoming has:

- No income tax
- No inheritance tax
- No gift tax
- No franchise tax
- No excise tax
- No business and occupation tax
- Low property taxes

Wyoming is also attractive as the state to choose for the formation of business entities. Choices of business entity have evolved. Historically, corporations were the business entity of choice. However, limited partnerships and limited liability companies have become more popular as they provide greater tax reduction, greater asset protection and are more flexible. In July of 2002, Wyoming's legislature enhanced their Close Liability Company legislation. These statutes are unparalleled when determining a jurisdiction for a business entity for your clients.



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Apparel

WealthCounsel shirts, hats, and visors feature quality fabrics, fine tailoring, and the WealthCounsel logo embroidered in attractive, contrasting colors. Your WealthCounsel membership means you have chosen to pursue excellence in your practice. Our apparel makes that statement for you! Please specify size and color, where applicable, when ordering.



SIGNATURE MEN'S GOLF SHIRT

Member's Knit Golf Shirt 100% cotton, short-sleeved shirt in green with contrasting gold logo, collar and sleeve detail. *Sizes Small to XXXLarge.*

453-001 \$20.00



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Relaxes fit. *Sizes Small to XXXLarge. Colors vary.*

453-107 \$35.00



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V-NECK PULLOVER

Attractive lined windbreaker in two colors with contrasting logo.

Sizes Small to XXXLarge.

453-300 Ecru \$35.00
453-301 Navy \$35.00



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Wrinkle-free. *Sizes Small to XXXLarge. Colors vary.*

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Waterproof Microsuede Jacket. *Sizes Small to XXXLarge.*

453-302 Black \$55.00
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HAT

453-400 Khaki \$15.00



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VISORS

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The Advisors Forum provides a turnkey system for attorneys to generate consistent new business from other wealth planning professionals. This proven system empowers Forum members to provide more comprehensive planning for existing and prospective clients, creating measurable success for all parties.

Proven Marketing Solutions to Drive Greater Revenue in Your Practice

- Strengthen Referral Networks
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Easy to use Excel templates help you demonstrate to your clients why you are different and why they should pay extra for that difference.

For more info or to preview any of these proven marketing solutions, contact us at 888-659-4069, X 819.



ElderCounsel provides new and advanced elder law and special needs planning attorneys the critical resources for elder law and special needs planning:

- ElderDocx® - Elder Law and Special Needs Document Drafting System
- Educational Programs on Elder Law, Special Needs and Practice Development
- Member Listserv and Knowledge Base

Why ElderCounsel?

Take the challenge out of elder law and special needs planning. We have the resources you need to succeed. Providing sound legal counsel for elderly and special needs clients has always been a challenge for the elder law attorney.

Complexities of elder law and special needs planning are more easily managed with proper legal training and the ability to exchange idea with your professional community - tools that you simply don't have time to develop on your own. ElderCounsel's Drafting System, ElderDocx, puts a smart, efficient document creation and assembly process right at your fingertips. The software will help you generate the following:

Document drafting system:

- Medicaid Asset Protection Trust
- Income only trust
- Third party and self settled supplemental needs trusts
- Promissory notes
- Medicaid GRAT
- Personal care contracts
- Sole benefit trusts
- Wills and revocable living trusts addressing elder law and special needs planning issues
- Client letters and agency letters
- Advance directives

And much more! See our website for additional documents which are part of the ElderDocx document drafting system.

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SHIPPING & HANDLING FEES			ORDER SUBTOTAL		\$
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