

# FAQ

## WILLING WISDOM INDEX™ Frequently Asked Questions

### Questions from Advisors



#### ***How confidential are my client/prospect Willing Wisdom Index™ results?***

Results are 100% confidential. We do not collect last names or addresses. Periodically, any data points, such as email addresses, that would tie a report to a specific individual are scrubbed.

Therefore, it is important that your clients save their report. Scores and recommendations cannot be retrieved.

Our initial research showed that survey participation, accuracy and completion rates more than doubled when confidentiality and anonymity was guaranteed. We provide lots of tools, tips and insights for you to share with your prospects to convince them to share their results with you. The individual Willing Wisdom Index™ reports generated make it clear that advisors are essential to the design and implementation of effective estate plans.



#### ***How is the Willing Wisdom Index™ data used?***

Answers from all Willing Wisdom Index™ surveys are aggregated to produce metrics such as the average score, median score, completion rate and average responses to specific questions.



#### ***Who is the Willing Wisdom Index™ for?***

This tool is intended for HNW and UHNW clients and prospects over the age of 50 with investable assets of \$1 million to \$100 million.



#### ***Who is it not for?***

This is not for minors or young adults. The older the client and the more complex the estate the greater the value The Willing Wisdom Index™ will provide you and your client.



#### ***What should I do when I run out of codes and want more?***

If you would like to order additional access codes simply email [info@WillingWisdom](mailto:info@WillingWisdom) or call Toll-Free 1-844-938-8801

#### ***Do my access codes ever expire?***

Yes, your access codes expire 365 days after you receive them.



#### ***Can I share or re-sell my codes to another advisor?***

Because your codes are attached to your specific email address when you subscribe, you are advised not to share your codes with another advisor.

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## ***What If I would like to purchase multiple subscriptions for a number of advisors in my office?***

Simply email [info@WillingWisdom.com](mailto:info@WillingWisdom.com) or call Toll-Free **1-844-938-8801** to discuss the specific details of the advisors involved and number of codes required by each.

## ***What if my CLIENT receives a low score?***

It is inevitable that some of your clients will receive a score that is well below 50% and they may be concerned about what this means. A low score almost always means that your client does not have a will, does not have a Financial Power of Attorney, does not have a Health Care Power of Attorney and has given little or no thought as to how they will transition their wealth. It is important that you reinforce the idea that others have also received low scores, but implemented small changes that significantly raised their score in less than 30 days. Offer to work with your client to implement their recommendations. Set a deadline to implement recommendations like the signing of a will. This is precisely how you deepen client relationships and create the opportunity to meet other family members. Use the Willing Wisdom Index™ as a process not as a one-time tool or event.

## ***What should I do if a PROSPECT receives a low score?***

As you distribute more and more access codes to prospects, you will quickly come to understand that many HNW and UHNW individuals have done little or no estate planning. It is imperative that you understand that the more wealth a client or prospect has accumulated, the more likely their estate plan is disorganized or completely missing. Every single day in the US and Canada many HNW clients die intestate. You may want to share with a prospect that all your existing clients maintain a minimum Willing Wisdom Index™ of 75 out of 100 and that this is a standard you have voluntarily set for yourself. By virtue of sharing this tool, prospects assume that you are different from other advisors because you are actively focusing on protecting and transitioning family wealth, not simply selling products.

## ***What should I do if I don't know how to implement one of my client's recommendations?***

There are so many complex aspects of estate planning, many for example, that require a legal opinion. It is perfectly reasonable for a financial advisor to simply defer answering a question by saying: "I don't know the answer, but let me find out for you." Alternatively, offer to arrange a meeting between your client and a qualified wills and estate lawyer. This area of law is constantly evolving and subject to jurisdictional idiosyncrasies, so there is nothing unusual with offering a qualified answer or involving one of your centers of influence especially your preferred estate planning lawyer and accountant.

## ***What should I do if a client or prospect won't complete their questionnaire?***

Our market research shows that clients or prospects that are reluctant to complete the questionnaire likely don't have a will. Remind them that by completing the questionnaire they will receive a personal report that will be invaluable in helping them

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design their will. Some of the best value from The Willing Wisdom Index™ actually accrues to people who score the lowest. Some advisors will invite their clients to complete their online survey when they visit their office. Setting up a lap-top in a quiet meeting room is a great idea and significantly improves the odds that your client will share their results. Sharing results allows you to begin implementing recommendations.

## ***What if my client or prospect has completed their Willing Wisdom Index™ and received their Report but is reluctant to share it with me?***

Our research shows that a reluctance to share a report is typically a sign that your client or prospect has recorded a low score and most likely does not have a will and other vital legal documents that make up a basic estate plan. We recommend that you simply ask the question. “Do you have a will?” If the answer is “no” we recommend that you offer to arrange a meeting with your preferred wills and estate lawyer. Keep the momentum going by asking your client or prospect for specific dates and times that they are available to meet with your lawyer to begin the process. Further, offer to review a draft of their will before they sign it. This kind of persistence and care around the subject of estate planning will leave an impression. Few advisors invest this kind of focus and energy on a subject that on the surface is un-related to any financial product and immediate financial return.

## ***How should I follow-up after sending an access code to a client or prospect?***

When you subscribe to the Willing Wisdom Index™ you’ll receive template emails and for following up with both clients and prospects. You are encouraged to add your own personal touch, to reflect your own style and approach -- be yourself. Remember, you are a financial planner so don’t be shy about showing you care about clients and their family. Estate planning has always been about family relationships. By helping families with this difficult, often emotional subject, you earn their confidence and their trust. If this does not resonate with you, you should not be using this tool. This is about helping people first, deepening relationships and then selling product when the time and circumstance is right.

## ***When is the best time to send an access code to a client or prospect?***

Because your Access Codes expire 365 days after you subscribe, you are encouraged to distribute them as soon as you receive them. Not every client will complete their questionnaire promptly, so distributing them early and often is wise.

## ***Will I be able to determine if a client who I’ve sent an access code has completed the questionnaire?***

No. No notifications are provided with respect to the completion status of specific access codes. As mentioned, the completion rate increases significantly when clients and prospects have confidence in the confidentiality of the process. However, you may contact us by email [info@WillingWisdom.com](mailto:info@WillingWisdom.com) or by calling Toll-Free 1-844-938-8801 and request an aggregate completion rate for all of your active codes.