

Marketing Your Practice in SIX STEPS

By Stephan R. Leimberg

To assess and refresh your business marketing plan, consider these steps and *statements*.

1 Identify Your Target Client Market

I must ascertain – and commit to documenting – the qualities and characteristics of the people *I Want to Reach and Retain*.

2 Solidify and Expand Knowledge Base

I must be willing to make a greater and continual investment in education and training for both myself and my/our support personnel.

3 Develop a “Value Added” Strategy

I must consider what I am doing – and what I must continue to do – to impress clients with how much I care for reasons that go beyond my compensation.

4 Plan to Perpetually Project Positive Imagery

I need to let the right people know who I am – and how good I am – at seeing and solving their problems.

5 Develop/Maintain Planning Systems

I must be sure my databases can readily pinpoint clients impacted by tax law changes – before the next change occurs.

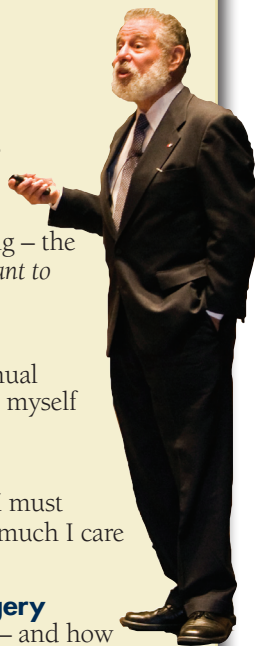
6 Create a Culture of Quality Control

I need to “role play” and change places to see how I would feel if I were on the receiving end of the questions I ask.

For more information visit www.leimberg.com

Mr. Leimberg was a keynote speaker at the Joint Tax and Estate Seminar in 2008.

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Winter 2013

2013 BRINGS CHANGE

With the implications of the fiscal cliff agreement still being digested, here are items of note in the American Taxpayer Relief Act of 2012 and other changes in 2013 that will impact your clients and their plans.



“The American Taxpayer Relief Act of 2012 has the potential to be a very significant change for many taxpayers and will cause clients to re-evaluate their estate plans in light of the changes that were made to estate and gift taxes.”

- Francis B. Brogan Jr., Shareholder
Greenberg Traurig, P.A.

IRA Rollover Makes Comeback

The IRA to charity rollover that was so popular from 2006 to 2011 struggled to make a comeback in 2012. Congress *did* bring it back and agreed to extend the option to citizens age 70 ½ and older who waited until December 2012 to take their required minimum distribution. They were given until January 31, 2013, to exercise the IRA to charity option for calendar year 2012. Thankfully, the IRA to charity rollover will be in effect through 2013 as well.

Capital Gains Up

Congress did not increase the income tax rate for couples earning \$250,000 and instead raised that ceiling to couples earning \$450,000 or more; increasing the capital gains rate to 20% for those in the new 39.8% tax bracket. Capital gains by those with incomes over \$250,000 if married or \$200,000 if single, will be subject to the 3.8% Medicare tax. For more information visit this QR link.



Remember that the annual exclusion for gifts went from \$13,000 to \$14,000 per year. This was not in the new bill, but changed in October 2012 for calendar year 2013.

Who Pays More?

According to Sentier Research, the top 1% of Florida's income earners earn north of \$400,000 a year — \$401,600 in Broward County, \$456,206 in Palm Beach County and \$413,372 in Miami-Dade.

In the 1% club are big names like LeBron James (\$44 million) and every Miami Heat benchwarmer. However, most of the 20,000 richest households in South Florida belong to executives, university presidents, surgeons, attorneys and entrepreneurs.

Community Foundation of Broward
\$60 million and 28 years invested in Broward
More than 400 Charitable Funds
\$140,000,000 in assets



Young Client Chooses Wisley



Penelope Blair

Penelope Blair has been serving clients of U.S. Trust, Bank of America for more than two decades, including time as a trust officer focused on trust administration and estate planning. Now Senior Vice President and Private Client Manager with the bank, Penelope works with a team to fulfill clients' financial needs.

"I love developing strong relationships with clients to help them reach their personal, family and business objectives," Blair said.

One such client was a young man set to receive an inheritance who approached Penelope to assist with his plans. He had a passion for helping others in the community, but didn't know where his support would do the most good, or how to remain anonymous.

Penelope suggested he speak with the Community Foundation of Broward. He ultimately set up a donor advised Fund with the Community Foundation. The client was able to keep his anonymity, find high performing charities and have ongoing impact in the lives of children here and abroad.

Being tech savvy, he also liked the ability to go online to the Foundation's PhilNet® system to make grants conveniently. So far, the Fund has distributed more than \$100,000 to charities.

Penelope is a PACE Center for Girls Broward board member, Community Foundation of Broward Professional Advisors Council Member, United Way Women's Council Member and Leadership Broward Vice Chair for Class XXXI.

% of Broward residents
that make over...



Mark Zuckerberg Gives \$500 Million to Silicon Valley Community Foundation

Mark Zuckerberg has announced via Facebook that he and his wife Priscilla Chan will donate **18 million** Facebook shares to the Silicon Valley Community Foundation, the largest funder in the San Francisco Bay Area.

With stock worth around \$27 a share, this donation makes this his largest donation to date.

"Why wait until late in your career to give back when there is so much to be done." - Mark Zuckerberg

Foundation Update

When the Community Foundation of Broward set out to increase high school graduation rates to 90% in Broward County through its **School is Cool** initiative, we knew it was not about us. We set a bold goal, understanding it would take partnership among different sectors to create change.

By bringing key stakeholders to the table to share ideas, we can replicate what works, design new programs and hold ourselves and others accountable during the years ahead. Thus far, this inclusive approach is working. To date:

- ◆ Broward County School Board has set the goal to increase high school graduation rates to 90% in its 2012-2015 strategic plan
- ◆ Broward Workshop set high school graduation as one of its priorities
- ◆ In partnership with Broward County Schools, 16 middle schools have been identified to test new programs and interventions
- ◆ 1,400 educators, students and families have participated in new work plans for our schools
- ◆ 30 local nonprofits have formed an education alliance to support new programs in middle schools

When we reach our 90% graduation rate in 2017, it will be thanks to the work of all our partners in the **School is Cool** initiative. Read more at cfbroward.org/cool

Legacy Society

◆ "What you leave behind is not what is engraved in stone monuments, but what is woven into the lives of others."

- Pericles

In March, the Foundation will celebrate our Legacy Society members, those generous individuals who have used their estate plans to build or add to endowed Funds at the Community Foundation.

For many, a gift from their estate is the most meaningful gift ever. It preserves their family name and creates a charitable legacy that supports the causes that matter to them.

Now is the perfect time to talk to your clients about including a charitable provision in their estate plan. Let us help your client identify how they want to change lives, For Good For Ever.

Learn more at cfbroward.org/legacy or call 954.761.9503.

Life Happens

Some of the best opportunities to think about philanthropic planning occur during life's transitions, like:

- sale of a business or major asset
- retirement
- inheritance
- birth of children or grandchildren

We can help.



Your Philanthropy Partner

