## Sample BD/Custodian Notification Letter

Dear \_\_\_\_\_\_\_:

Recently I came across an innovative idea that will help protect my business if something were to happen to me unexpectedly that would leave my clients without a trusted financial advisor. Since \_\_\_\_\_\_ is an essential part of my relationship with my clients, I felt you should know about the steps I’ve taken to protect them, and myself.

I have decided to take advantage of the Practice Emergency Profile service offered by FP Transitions, a well-known succession company working exclusively in the financial services industry. They have created a system where, in the event I should die or become disabled, their Listing Department will work with you or my personal representative to solicit interest from, and select, the most qualified financial professional to take over my practice. Choosing from among hundreds of advisors, this efficient system can identify a suitable professional in as little as 14 days. My goal is to keep disruption to a minimum, so that their interests and needs are continuously being served. Using FP Transitions’ open marketplace and proven methods to find a new advisor means that only the best, most qualified advisors will be considered. The financial well-being of my clients is always my top priority, and I am now assured that it will continue even if anything happened to me.

I have put a lot of thought into the amount of time and the level of dedication required to ensure that my clients’ long-term financial goals are met, and I trust they will find that these are necessary steps to ensure continuity. As a part of the team that assists my clients, your knowledge of and participation in this process is important to me. Please feel free to call me to ask any questions you may have. I look forward to our continued relationship.

## With best regards,

## Sample Client Notification Letter

Dear \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_,

The purpose of this letter is to let you know about a step I have taken to better protect your needs in the future. This step falls under the "practice what you preach" category. As a sole practitioner, I am frequently asked about the continuity of financial management services for my clients if I should become injured or otherwise unable to perform the functions of my role as a financial advisor.

In response to these concerns, I have taken the step of signing up for a unique service called a Practice Emergency Profile. Here is how this service works:  In the event of my death or permanent disability, I have given written instructions to my executor (or personal representative) to immediately initiate a search for the best qualified advisor in this area to take over my practice. Care will be taken to select an individual who is not only technically and professionally qualified, but also one who will provide a high level of personal attention.

To facilitate this search, I have created a complete description of my practice and I will keep this information up to date at least once each quarter, just as I frequently review your portfolio.  If and when needed, my executor (or personal representative) or estate will select, interview, and finally introduce you to the best qualified advisor.  The staff at FP Transitions has successfully helped others do this before and they can put the most qualified, appropriate successor advisor in place in about three weeks, if not sooner.  You will be kept informed during this process.

I have put a lot of thought and time into ensuring that your long-term financial goals are met.  With this step, and your support if and when the time comes, your needs will continue to be met.  Please call if you have any questions.  Otherwise, we can discuss this safety precaution in more detail when we next meet. I will place a copy of this letter in your file, but you don’t need to take any further action, other than to know that I have your best interests at heart.  I look forward to our continued relationship and to helping you achieve your financial goals.

With best regards,

## Post Event Client Notification Letter

Dear (Client),

I have some unfortunate news to share with you. Your advisor and our dear friend Mr. \_\_\_\_\_ passed away last week {explains circumstances of death, etc.}. He will be missed terribly as a husband, a father, an advisor, and a member of his community.

The well-being of his clients has always been one of \_\_\_\_\_\_ ’s foremost concerns, and, to this end, he took steps to protect his practice and his clients should something ever happen to him. He contacted FP Transitions, the largest provider of succession planning services in the financial planning industry, and gave written instructions to his personal representative to immediately initiate a search for the best qualified advisor in this area to take over his practice. Care will be taken to select not only an individual who is technically and professionally qualified, but also one who will provide a high level of personal attention.

Over the next few weeks, we here at \_\_\_\_\_\_ will be working to select, interview, and finally introduce you to the best qualified advisor. The staff at FP Transitions has successfully helped others do this before and a successor advisor should be in place in less than three weeks, if not sooner. You will be kept informed during this process, and we welcome any suggestions you may have.

We ask for your patience during this time; please rest assured that, as we deal with this loss, we are also working towards protecting your financial future the way \_\_\_\_\_\_ would have wanted. If you have any questions at all, please feel free to call me at 234-555-6789.

Sincerely,

\_\_\_\_ ’s wife / assistant / key employee, etc.