



The Secrets that Baby Boomers Keep

By Paul Katz, LifeAuditorsSM, Inc.

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LifeAuditorsSM provide a comprehensive, independent assessment of personal and business objectives that includes analysis of corporate and personal tax returns, wills, trusts, buy-sell agreements, retirement plans, insurance, pre and post-nuptial agreements, special needs arrangements for dependents blended family planning and personal exit strategies.

To learn more, contact Paul Katz to schedule a complimentary consult.

“Baby boomers are no strangers to secret keeping.” While I give credit to Linda Koco for the quote, this shouldn’t be a big surprise to anybody. We at Life AuditorsSM have encountered this sort of initial resistance with most of our clients. People today just don’t trust their advisors. They tell their accountants certain things, their attorneys other stuff but guardedly, and in many cases they can’t understand why they are not issued insurance super preferred, or worse yet, why they were declined.

Since most of our business is referred by CPAs, Attorneys, CFPs, RIAs and Bankers our discussion always reverts back to the comment that they just don’t feel that they are hearing the whole truth. From our perspective we earn our clients trust. Not surprisingly we are told that Life AuditorsSM has no appearance of a hidden agenda nor did we have preconceived judgments.

We are here to ask pertinent questions and keep asking until we get the whole picture. It seems that people are just not comfortable telling their advisors the entire story. They may be embarrassed or are trying to minimize costs by telling their advisors what they think they want to hear. Then the issue of trying to remember who was told what is now out of control.

People don’t like to admit that if they were fully open with their advisors many of their current issues would have been more manageable and there may not have been the need for damage control.

What can you do?

The life audit process is a financial and personal check-up. We are an impartial, independent third party whose only goal is to help our clients start anew based upon the entire set of facts. What you’ve done may or may not have been appropriate. How can you know, if you can’t talk to a confidant who you feel is nonjudgmental?

LifeAuditors’ clients frequently express their feelings of “having enough friends” but want independent and impartial feedback. There seems to be that sigh of relief when everything is out in the open. Then, clients have the choice of discussing our findings and recommendations with their advisors. Or not. When this happens we at Life AuditorsSM feel like we have done our job. You have a better understanding of your issues based upon the facts. Our clients feel that we have become a true confidant.

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