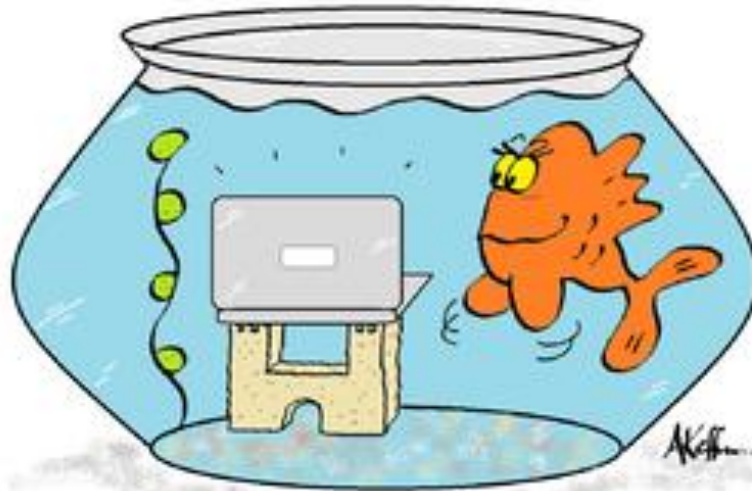


FairSplit.com Webinar for NASMM

January 2018

We believe that a partnership of national, “boots on the ground” partners to do the actual photo, listing, valuing when needed, and assisting as Administrators in the division is perfect for SMMs.

Transparency and Inclusion = A Trusting Client and Family Members

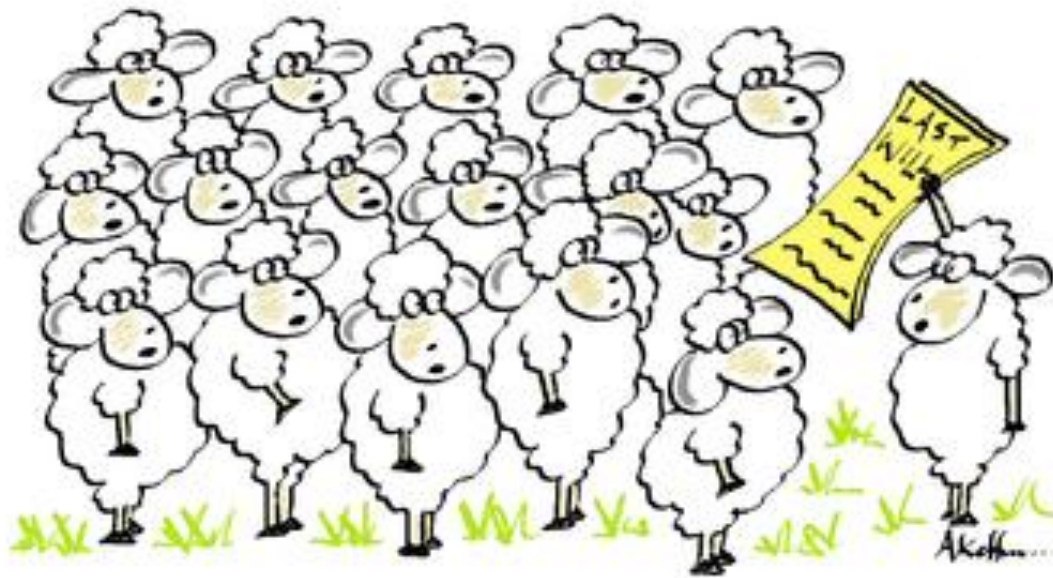


Location.... No longer a problem!



FAIR SPLIT
DIVIDE THINGS, NOT FAMILIES

Transparency and Inclusion = A Trusting Client and Family Members



"Wait! Where is Bill? We can't start without Bill."



FAIR SPLIT
DIVIDE THINGS, NOT FAMILIES

Creating and Sharing the FREE account with your Clients with Only Photos Taken and Uploaded Room by Room is Very Helpful



FairSplit.com provides the right online tools for SMMs to more professionally and effectively serve their clients.

Most jobs can be photographed and photos grouped and uploaded by room in less than a half hour.

Transparency and Inclusion = A Trusting Client and Family

- Have a great way to review a job with team members
- Provided to the family, they can share with all heirs
- Provides a way for family to use the photos to call out (list) items they want saved
- If an inventory would be helpful for you the SMM, the family, or the Estate Sale Agent, Appraiser – All can be given full or limited access
- A record by photos at a minimum, and photos with listed items when needed is available to verify what was there and what was moved to the new location with a second set of photos, and noting new property

How Likely Conflict or Hurt Feelings Are:

“I ask parents to think just for a second what it would be like on Christmas morning if your children ran downstairs and there were all of these presents, bright and shining, big and small, but with no name tags on them,” he said. “Can you imagine the free-for-all that would ensue?” John A. Warnick – Estate Attorney and Founder of Purposeful Planning Institute

Julie Hall – “The Estate Lady” and author: *“Most do not expect conflict but 80 percent of families have significant conflict”.*

David MacMahan – Founder & CEO FairSplitcom: Even with a Will or Trust, there is usually the clause: “...and divide everything else equally among the heirs.” That is where estate attorneys offer a wish of “good luck” and bow out.



Emotional Values of a NASMM Member:

- **Anticipating Problem Areas**
- **Helping Navigate the Process**
- **Being empathetic and patient**
- **Creating and getting agreement on a plan**
- **Exhibiting confidence in the outcome**
- **Tracking the details of the process**

“Who Gets What?” can literally save a family from being torn or drifting apart.

Conflict Can Occur Openly or On the Side Between Siblings

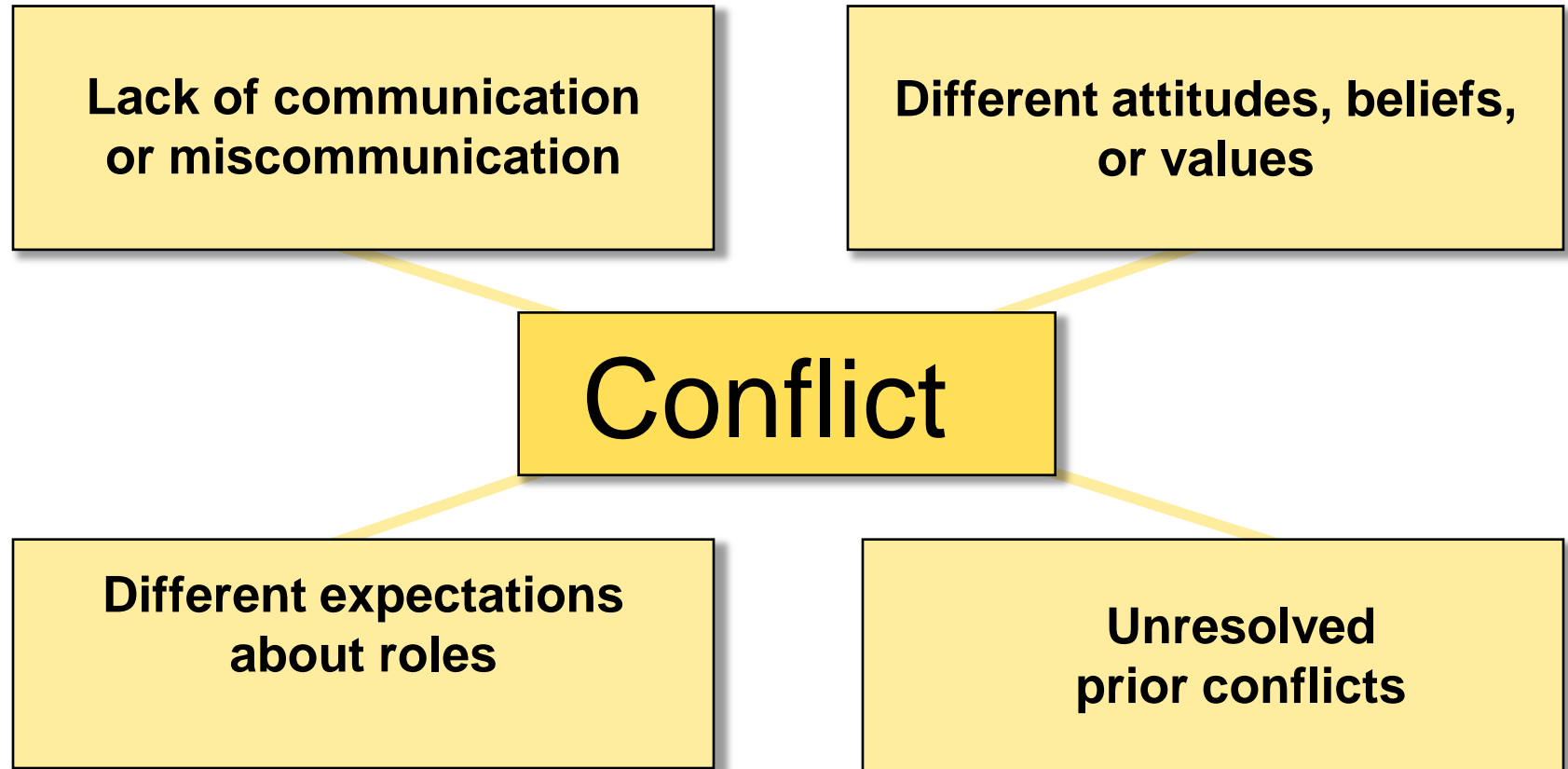


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DIVIDE THINGS, NOT FAMILIES



Nearly anyone you ask has a story of family conflict over “stuff”

Your Client May Have No Idea What is Possible in Their Family You Can Help





Role of Possessions

“My Mom’s funeral was a piece of cake compared to cleaning out the family home and closing the door for the last time.”



Who Should be Involved in the “Who Gets What?” Process

Direct Heirs, the Parent if Downsizing, Executor if Clearing an Estate (Not spouses of heirs) NASMM member coordinating the process is ideal





"No, sorry, we really don't have anything to help with items not named in the will or trust..... good luck!"

So Why Would a Family Want to Pay You To Help Them?

- Overwhelming process
- Never done before – No idea where to start
- Family is scattered far apart
- No one has time to take off work or energy to do it
- Third Party Impartiality helps smooth areas of concern
- It is too emotional for the elderly person downsizing and for the siblings with their own lives going on
- If downsizing, help the elderly understand that conflict is greatly reduced if done while they are alive. You are there to handhold and provide guidance

When Helping a Family With Their Estate, The Little Things Matter – NYTimes Feature Article About FairSplit.com:

THE NEW YORK TIMES BUSINESS SATURDAY, APRIL 16, 2016

PERSONAL BUSINESS

WEALTH MATTERS

When Dividing Assets, the Little Things Matter

By PAUL SULLIVAN

POPPLE often spend a lot of time drafting estate plans that lay out how their big assets — from cash to homes and securities — will be divided among their children, grandchildren and everyone else down the line. But they sometimes give far less thought to the other stuff — those personal effects that may have little monetary value but much sentimental value. Yet it is the decisions about those items that often cause problems in a family.

Dozens of highly paid lawyers and advisers can divide the most complex estate among heirs of varying ages from different marriages in a way that is equitable. But if they are asked to decide who gets the tarnished tea service in the dining room, they are apt to bow out and wish you good luck.

“There aren’t any magical solutions,” said Marlene Sturm, a professor in the family social sciences department at the University of Minnesota and author of “My Great Grandma’s Yellow Pie Plate?”

Her book offers six major principles to help people divide assets without tearing apart their family. The process starts with “really recognizing how it’s not simple or trivial but laden with emotions,” she said.

Some of the principles should be obvious, like recognizing that items have different meanings to different people, that divisions like this come at emotional times and that no one in the family really knows the best way to do this.

But at the core of Ms. Sturm’s work is the concept of what fairness means and an acknowledgment that conflict will happen but can be managed.

Since fairness means different things to different people, Ms. Sturm suggests creating a process, whether it be drawing lots, letting people pick in birth order or devising something else. What’s important is that the process is followed.

“Even if you’re really irritated that one sibling got what you really wanted, if you bought into the process, you’re probably going to buy into that outcome as opposed to the sibling who comes in and cleans out the house,” she said.

Parents who think that they can wait or that their children will sort out everything without guidance from them are generally not being realistic, said John Warner, an estate lawyer and the founder of the Purposeful Planning Institute.

“I ask parents to think just for a second what it would be like on Christmas morning if your children ran downstairs and there were all of these presents, bright and shiny, big and small, but with no name tags on them,” he said. “Can you imagine the free-for-all that would ensue?”

Doing nothing and believing that your children will divide things without quarrelling, he said, will not work. “It’s the denial that your children will never fight, they’ll never quarrel, they’ll just accept it,” he said.

“That denial is a temptation for many people to not put the time and energy into carefully designing and selecting personal property.”

Tracy Bennett, a psychologist in California, said she had to divide the estate of two parents and a stepmother in two years without guidance from any of them.

With her father’s estate, she gave up everything, even items of sentimental value, to avoid conflict with her sister, with whom she had a difficult relationship. When her stepmother died about a year after her father, mistakes made on the items of assets in his estate led, she said, to her stepmother’s family getting a house and other items that should have gone to her and her sister.

By the time she got to her mother, who had to be moved into a nursing home for dementia patients, she said, she was exhausted by her do-it-yourself approach. She hired a professional conservator and used an early version of a software tool called FairSplit that allowed her and her sister to pick what they wanted in rounds, without having any personal contact.

She said the conservator appointed her sister, who lives in Idaho, and said that this was the best way to divide things equitably. This time, Ms. Bennett said, she got the things she wanted — a few sentimental items plus kitchenware for a daughter moving into her own apartment. Her sister got more things, but that did not bother Ms. Bennett.

“It was a good deal for her,” she said. “It was a great deal for me because I didn’t have to talk to someone who causes me so much emotional trauma. It was a blind, fair split. If she had known what I wanted, she would have prioritized it to spite me.”

David McMahon, an entrepreneur and the creator of FairSplit, said he designed tools for three contentious times in a family: death, divorce and downsizing. In any of these situations, the kind of gamesmanship that Ms. Bennett alluded to can be minimized, if not avoided, by limiting the personal contact and putting the selection process online, he said.

Parents never know what’s important to the kids,” he said. “It’s a dad’s World War II medal? We confused emotional value and monetary value here.”

In creating the tool, he said, he drew on his own experience in two painful divisions of terms — after his father’s death and his own divorce.

“There’s almost always a section in a will saying divide everything else equally among the kids,” he said. “That section tears families apart. Kids fight so much.”

The tool uses selection rounds so that each child or grandchild can pick the things they want, assigning more points to things they covet. This system can be set up to allow certain family members to go before others — say children before stepchildren — or to allow heirs to pick up to a certain number of items in each round using a system of 500 points to bid for them.

The system also tracks the items’ monetary value, determined by an appraiser, so the selections can be calculated into the overall split of financial and real estate assets. “So if I put all 500 points on Dad’s old Bentley, it goes to monetary value, too,” he said.

Julie Hall, an estate expert specializing in personal property, said that whether the division was done online, in a room or through costly lawyers, what was needed was grace.

“The decisions those of us who are left behind make really should honor the loved one who died,” she said. “It requires grace and taste.”

To that end, she suggested that people always bring in an appraiser. In one instance, with a family clock that several children wanted, Ms. Hall said she suggested that their mother get the clock valued — it was worth \$7,500 — and give it to her oldest child, per family tradition, but then give \$7,500 (checks to her other children) to equalize things.

“There were some rumblings, but the money went over well, as I knew it would,” Ms. Hall said.

Sometimes the best strategy is the simplest one: Ask people what they want ahead of time.

“If one child loved the cuff links or one child loved a painting, wouldn’t it be helpful to know that in advance?” said Stacy Allred, a wealth strategist and the leader of the Center for Family Wealth Dynamics and Governance at Merrill Lynch.

“We’ve done this several times. It turned out different people had the highest affinity to different items. Then, the value was equalized at death with other assets from the estate.”

Of course, such talks force people to confront the inevitability of death. The alternative is to keep quiet and risk having their family become the stand-in for emotions that raged a family while the parents were alive.

“You need to recognize the powerful messages in who gets what,” Ms. Sturm said.



Tracy Bennett, a clinical psychologist, used a software tool to help divide her mother's estate with her sister. "It was a blind, fair split," she said. "If she had known what I wanted, she would have prioritized it to spite me."

You think the siblings will divide objects amicably? You're in denial.

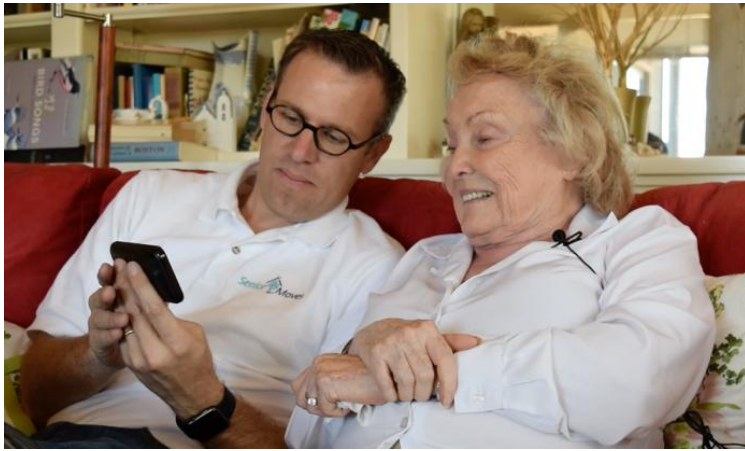


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How Does This Online Tool Actually Save the Family Money?

- What is the “carrying cost” of that house” that isn’t getting cleared to be rented or sold?
- Would there be travel costs for the family?
- It takes a NASMM associate much less time
- Family could opt to avoid by putting storage, that may sit there for years of delay
- Emotional cost can translate to more lost income
- It is too emotional for the elderly person downsizing and for the siblings with their own lives going on
- There is no way to put a value on family relationships broken or strained over dividing things

Provide the FairSplit FREE Shareable Inventory to Clients' Families - Boost Your Referrals and Create Real Fans



- Recommendations of all family members
- Be a hero for the family
- Take the burden off of the executor
- Can be an Add-On service if set up properly
- A differentiator when speaking to estate attorneys, trust officers, fiduciaries, realtors, etc.

Estate / Downsizing FairSplit.com Brochures - Downloaded or Mailed

Join as a Local Agent (FREE) become an Affiliate for Commission on clients that link and buy directly, use our artwork as needed



We Can Do Your On Site Asset Photography, Listing and Valuing

Several FairSplit tools are available to allow "do it yourself" listing of assets that ease the challenge of preparing an estate to divide. It can however be an overwhelming undertaking, so FairSplit has set up a nationwide network of agents to photograph the assets room by room, list and impartially value, leaving only editing for the Executor or Trustee before a division takes place.

100% SATISFACTION GUARANTEE

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FAIR SPLIT
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FairSplit helps divide things, not families



FairSplit helps with Estate Planning, Downsizing and Dividing after a death


Families now often live far apart, so it is challenging to meet in person in today's world

The internet provides equal access and a blind platform for fair divisions of assets



How does it work?

- ☑ List all assets to be divided online, and assign values, estimated or appraised (or use the On-Site Listing Services)
- ☑ Invite parties to the division and assign their entitled percentage of the total estate
- ☑ A fair division process is applied to allocate assets to beneficiaries, combining emotional and monetary values
- ☑ Each party's share of the personal property and other assets is allocated and tracked with reports
- ☑ Unchosen items may be organized and printed for sale or donation




Distributing and Downsizing

Are you looking to reduce stress of your heirs when you go, or want to downsize or determine what your kids wish to keep?

FairSplit provides the tools you need for a fair and easy way to divide your heirlooms and possessions among those you love. It's simple:

- ☑ Create a list of items
- ☑ Include photos and appraisals
- ☑ Invite your heirs to log in to view, indicate their levels of interest, or assign and divide.

Make the results known at the time, or simply use it as a guide for your own estate planning and for guidance on what to bequeath, sell or give away.



Estate Division for Heirs

Recently lost a loved one and now serving as Executor, or simply trying to find a way to help keep peace among heirs?

FairSplit provides the tools you need for a fair way to divide your heirlooms and assets among those you love. It's simple:

- ☑ Easy to add photos and appraisals
- ☑ Online collaborative access makes divisions involving heirs far apart easy
- ☑ Unique approach that addresses Emotional Values and Monetary Values

Our system helps move all parties toward agreement and lets each party know that the system provides them a fair and equitable way to divide. FairSplit helps divide things, not families.