

## Sample Client Updates

Sample clients are an excellent tool for learning how to use eMoney and for demonstrating the value of your recommendations to current or prospective clients.

Explore some adjustments made to existing sample clients below.

All Clients:

- All client birthdays have been updated to keep them in their target age. Any pertinent event dates have been updated to occur accordingly.
- Starting dates of salaries and expenses have been updated for the current year.
- What-ifs for disability and death have been updated to occur in 2025.
- Account values have been made static to avoid plan changes due to market fluctuations.



### Karen and Janice Brown

Home Purchase | Education | Early Retirement | Expenses

Karen and Janice Brown, in their early 30s with young twins, aspire to purchase a home for their family. They aim to budget for a new family car every 10 years and provide for their children's education. They also anticipate needing to support Karen's parents in retirement.

### What's new in their story?

#### Investing in Education

The Browns are now the best sample client to use for education planning. You'll notice the addition of young twins with hypothetical education expenses and 529 plans. Use the education planning reports to help them save early to prepare for the future.

#### Homeownership vs. Renting Analysis

The Browns' advanced planning scenario has been optimized to show the point at which purchasing a home becomes more advantageous than paying rent. By showing the home purchase and removing rent from their living expenses in Decision Center, you can use the highly interactive and visual output to demonstrate the moment of impact for the client.

#### Eldercare for Aging Parents

Supporting Karen's parents in retirement adds another layer to the Browns' planning. Use the Elder Care techniques and what-ifs to explore options for the growing cost of supporting aging parents.



## Jerome and Taneka Johnson

[Business Sale](#) | [Education](#) | [Goals](#) | [Expenses](#) | [Remainder to Heirs](#)

Jerome and Taneka plan to work for at least another 10 years but are starting to think about retirement. Taneka enjoys her work and is considering a part-time job during retirement to stay active. They are thrilled about their new grandchild and aim to contribute to a 529 college savings plan. Additionally, they dream of traveling the world and making charitable donations post-retirement. Given these aspirations, they are curious if they are on track to leave a \$10M legacy.

### What's new in their story?

#### Business Exit Planning

Illustrate the financial outcomes of the Johnsons selling their business and investing the proceeds with Decision Center. Highlight the potential for additional income if Taneka works part-time after retiring from her primary job. The Johnson plan has been restructured to show a business sale in the context of a robust plan addressing many goals. For more complex business sale-specific decisions, use Lao and Shihan Xiao.

#### Giving and Spending Goals

See how the sale of the Johnsons' business allows them to afford using funds for the things they care about, such as charitable giving and contributing to their grandchild's 529 plan, while also allocating a generous amount towards traveling in retirement.

#### Legacy Goals

Post-business sale, the Johnsons are well-positioned for a comfortable retirement. Utilize the newly added legacy goal technique in their plan to use Monte Carlo simulations to compare their high probability of success of simply funding their retirement with the chance of amassing \$10M in assets to leave to their heirs.



## Marco and Antonio Esposito

### Stock Options | Gifting | Living Expenses

Marco and Antonio are planning to retire soon and wish to make sure they are on track. Marco has restricted shares from his company that make up a big chunk of their savings. He's cautious about overestimating how much these shares will grow. They're also planning to downsize their home in retirement because their current one requires too much upkeep. Their children have had a tough time saving up for homes of their own, so Marco and Antonio plan to help

by giving them each \$20,000 a year for five years. They don't want to work any longer at their current jobs, but they are okay with cutting back on their spending. Antonio is thinking about working a part-time job after he retires to keep busy and earn a little extra until he's 70.

### What's new in their story?

**Stock Options** Marco's stock option grants have been updated to occur at the appropriate times. Show the future grants over the years using the Stock Options Activity Forecast report. Use what-if scenarios in Decision Center to examine how a drop in share prices would influence their financial plan.

### Downsizing a Home

The advanced planning scenario has been updated to reflect that their home downsize is an integral part of their plan. Use both the downsize technique and the associated reduction in living expenses for maintenance costs to show how this move allows them to fund more of their retirement.

### Stock Options

Use the new technique of Antonio working part-time to weigh whether it would be a more favorable option to retiring later.



## Lao and Shihan Xiao

[Business Sale](#) | [Estate Planning](#) | [Gifting](#) | [Downsizing Home](#) | [Stress Tests](#)

Lao and Shihan are entrepreneurs who are contemplating the sale of their business, a significant component of their wealth. The way they choose to sell their business could majorly influence their financial future. Additionally, they're keen on implementing estate tax planning strategies to secure a legacy for their children and support a beloved charity.

### What's new in their story?

#### Business Exit Planning

The plan has been updated to specifically illustrate the diverse strategies Lao and Shihan might adopt to transition away from their business. These strategies can be detailed to highlight the implications of different sale timings and structures, offering insights into optimizing their financial outcomes.

- **Sell Business at Retirement and Invest Proceeds:** This scenario explores the straightforward approach of selling their business upon retirement, using the proceeds to bolster their investment portfolio.
- **Retire Early, Sell Business, and Invest Proceeds:** Consider the possibility of an early retirement, evaluating how selling the business sooner could impact their financial landscape.
- **Retire Early with Installment Sale:** Consider the benefits of selling the business in installments, which can provide a steady income stream while potentially offering tax advantages.
- **Sell 50 Percent of Business at 63, Sell the Remainder at 70:** Analyze the strategy of gradually selling the business in two phases to possibly maximize the sale value and manage tax implications.
- **Sell Business in 2024, Downsize Home, Gifting:** Look at the combined strategy of selling the business in the near term, downsizing their living situation, and using some of the proceeds for philanthropic efforts.
- **Sell Business at Retirement, Invest Proceeds, CRT:** The final strategy combines selling the business, investing the proceeds, and creating a charitable remainder trust to support their philanthropy goals while also supporting heirs.



## Alesandra and Luis Rodriguez

[Foundational Planning](#) | [Education](#) | [Early Retirement Planning](#)

Alesandra and Luis Rodriguez are navigating the crucial phase of their financial planning life cycle—accumulating savings. Their priority is to finance the education of their two young children while also ensuring they remain on course for a comfortable retirement.

### What's new in their story?

#### New Plan Updated

Show the impact of Alesandra and Luis decreasing living expenses or planning for later retirement.



## Jerry and Ruth Stein

### Gifts | Trusts | Estate Planning DC/AP | Annuities

Jerry and Ruth Stein have built considerable wealth over the years and are now focused on estate planning. They've consulted with an estate planning attorney and are interested in exploring various strategies to distribute their assets thoughtfully. Their vision includes generous donations to charities, supporting their grandchildren's education, and giving to their children during their lifetime to ensure a lasting legacy.

## What's new in their story?

The Steins' advanced planning scenarios have been built out of the detailed analysis of estate planning options. Leverage Decision Center and estate planning reports to illustrate different gifting and trust strategies that align with the Steins' desire to fulfill their legacy goals.

### Stein Plan—Trust and Gifting Strategies

The Stein Plan is designed to realize Jerry and Ruth's vision of blending family support with charitable giving and crafting a legacy that extends beyond financial wealth.

- **New \$6M Life Insurance Policy for Family Trust:** Show how life insurance can secure a financial legacy that directly benefits their family, providing peace of mind and long-term stability.
- **50 Percent of Company Stock to Charitable Trust:** Show the Steins how they can make a long-lasting impact on causes they care deeply about by allocating a portion of their business wealth to charity.
- **\$25,000 Private School for Each Grandkid:** This technique aligns with their commitment to their grandchildren's early education and future success.
- **\$60,000 College for Each Grandkid:** Guaranteeing higher education funding for each grandchild continues their commitment to the power of education.
- **\$100,000 Annual Gift to Charities:** Their plan includes a substantial yearly donation that reflects their ongoing dedication to charitable causes.
- **\$30,000 Annual Gift to Each Kid:** Model their desire to provide financial gifts to their children.
- **QPRT:** Establishing a Qualified Personal Residence Trust safeguards the family home, minimizing estate taxes while preserving a cherished asset.

### Targeted Estate Planning Strategies

Focused scenarios enable the evaluation of specific trust arrangements.

- **Revocable Living Trust:** Demonstrate how this option can be used to avoid probate and ensure a less costly transition of assets to their beneficiaries.
- **Credit Shelter Trust (CST):** Explore this option to maximize estate tax exemptions and protect the wealth of the surviving spouse and future generations.
- **Intentionally Defective Grantor Trust (IDGT):** Consider this for transferring business interests or other assets to beneficiaries while minimizing taxes.
- **Donor Advised Fund (DAF):** Recommend setting up a DAF for flexible, tax-efficient charitable giving.
- **Qualified Charitable Distribution (QCD):** Outline the benefits of making direct transfers from an IRA to qualified charities, which can satisfy required minimum distributions without tax.
- **Charitable Remainder Trust (CRT) or Charitable Lead Trust (CLT):** Discuss how these trusts can support charitable goals while providing for heirs.





## Frank and Joanna Miller

### Retirement | Social Security | Roth Conversions | Insurance

Frank and Joanna are a typical couple nearing retirement. They have amassed what they believe is a comfortable nest egg for their age, but want to understand when they can retire and what lifestyle they can support in retirement.

They're contemplating how much longer to work and dreaming of a modest vacation to mark the start of their retirement. Frank is open to part-time consulting post-retirement, adding a layer to their financial planning. Recently, discussions with a life insurance broker have sparked curiosity about the role of insurance in their retirement plan.

## What's new in their story?

### Retirement and Social Security Timing

Frank and Joanna's plan has been refocused to concentrate on their retirement needs. The focus has shifted away from education planning for their children, as their children are either past college age or about to start college. Use Decision Center to weigh two main courses of action—one in which both Frank and Joanna work two years longer, and one in which they retire from their current roles as planned with Frank taking on part-time consulting to fill in the gaps.

### Roth Conversions

A Roth conversion technique has been added to show how taking advantage of lower income tax years can help the Millers find some extra money without impacting their lifestyle.

### Insurance

Despite having insurance, the Millers are unsure if their coverage is sufficient. Use what-ifs to stress test their plan against disability, long-term care, and premature death. The scenario in Decision Center demonstrates how an additional \$1.5M life insurance policy could provide the necessary financial safety net.