

GOODTRUST PREMIUM

**Protect What Matters.
Smart Estate Planning & Digital Security.**



*Provide your clients the online tools they
need to protect their family and legacy.*



GOODTRUST



**GoodTrust - a trusted name
in online estate planning**

140 000 000 77%

Less than 1/3 of U.S. adults have a will - that leaves 140 million people without one. (1)

77% of Americans believe estate planning is important - regardless of wealth. (2)



Estate+ is a straightforward, secure, and easy-to-use service to fit your client's needs. Your clients will be able to complete and customize their own Estate Plan in about 15-30 minutes. All their information is kept safe and secure using bank-level encryption.



1.CREATE AN ACCOUNT.

It's quick and easy to enter basic information with GoodTrust. Just provide a few details to access all the Estate Planning features and tools.



2.EASY-TO-USE TOOLS

We guide you through how to create your Will, Funeral Directive, Health Care Directive, Pet Directive or Durable Financial Power of Attorney.



3.SAVE TO DIGITAL VAULT

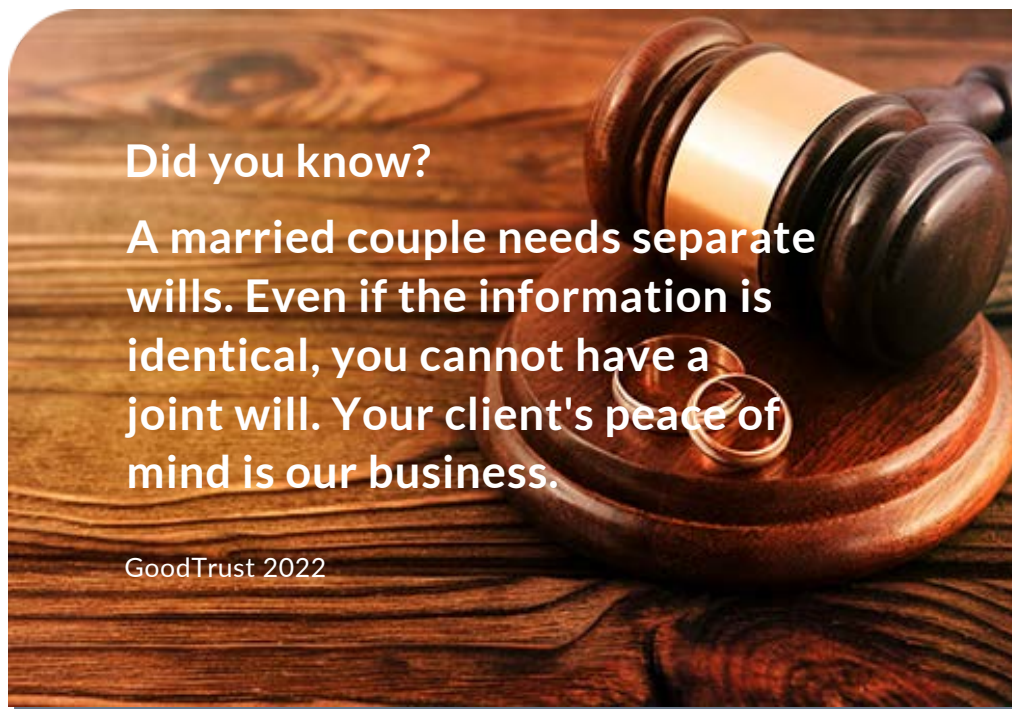
When completed, your client will print their form(s) and have all relevant parties sign. Then, they can easily scan and upload the form(s) to GoodTrust's Digital Vault to securely share with people of their choosing.



The GoodTrust will is recognized in all 50 states.

49.5B

That's the value of unclaimed property in the U.S. - or the market value of FedEx. (3)



Did you know?

A married couple needs separate wills. Even if the information is identical, you cannot have a joint will. Your client's peace of mind is our business.

GoodTrust 2022

(1): Caring.com, 2022.

(2): Edward Jones

Why should your clients have an estate plan?

- ➔ Protect assets and family with a **Will** verified by leading attorneys
- ➔ Make wishes known with **Medical, Funeral, and Pet Directives**
- ➔ Empower loved ones with a **Durable Financial Power of Attorney**
- ➔ Secure access to accounts and documents in a personal **Digital Vault**

All clients receive a personal secure digital vault to:

- ➔ Store sites, accounts and documents
- ➔ Give access to devices (computers, phones, etc.)
- ➔ Appoint Trusted Contacts to help manage affairs



"GoodTrust makes it possible for anyone to take control of their digital legacy by planning ahead."

WSJ - Joanna Stern, Wall Street Journal, 2021



Provide GoodTrust to all your customers

GoodTrust supports businesses such as funeral-service providers, estate planners, life insurance companies, banks and religious institutions to protect the memory and digital legacy of their clients and their loved ones. We offer favorable rates and attractive co-marketing opportunities.

Offering GoodTrust Estate+ to your customers will help you to:

- ➔ GROW STRONGER CUSTOMER RELATIONS
- ➔ ATTRACT NEW AND NEXT-GEN CUSTOMERS
- ➔ GENERATE NEW REVENUE STREAMS
- ➔ BUILD THOUGHT LEADERSHIP

**Don't let your customers
become a cyber statistic.**

Take action today.

GoodTrust has partnered with **Dashlane** and **Cyberscout**. Together we've got your back with a password manager, Digital Vault, VPN, \$1M ID theft protection, and more to fight hackers everywhere.

350k

New malware programs
discovered each day.

+19%

Increase in phishing
and scams in 2020.

6 seconds

Every 6 seconds there's a
victim of ID theft and fraud.



What's in the GoodTrust Protect+ package?

WE PROTECT WHAT MATTERS.



**\$1 million ID theft
protection in one place.**

With Cyberscout, monitor and alert you if we detect your identity, accounts, and passwords have been breached or on the dark web.



**Personalized online and
device security manager.**

In partnership with Dashlane, the plan comes with intelligent tools—VPN, password manager, and more—to protect privacy and data.



**Provides centralized and
secure convenience.**

One place to secure the digital stuff in your life: files, internet accounts, device access, important documents, social media, and more.

Source 1: Caring.com, 2022.

Source 2: Edward Jones

Source 3: Smart Asset

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GOODTRUST

Protect your customers today. Get in touch.

GoodTrust partnership opportunities.
Let's build success together!



Customized solutions to fit your clients, business needs, and goals.



Automatic and seamless integrations into your current work flow.



Access to co-branded marketing campaigns and materials for your business.



Training and ongoing support for your team. We're connected 24/7.



Exciting revenue opportunities with a built-in network effect.

Contact us now:

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