

## Synopsis

### Program

The Certified Executor Advisor (CEA) designation program is an on-line curriculum designed to provide candidates with a practical level of knowledge covering all issues executors may face in the course of their duties. Empowering dialogue prior to death with those who have both risk and vested legal responsibilities creates significant planning opportunities.

Designed for the 17 professions executors may turn to in the course of their duties, it provides a high-level understanding of how each of the other 16 can assist the executor / executrix / estate trustee / liquidator.

### Benefits for Canadians:

CICEA provides executors and their testator parents with a network of certified professionals; specialists in their own discipline with a broad knowledge of all related fields. CEAs have the skills to provide general direction, professional services within their capacity, and guidance – away from potential pitfalls and toward necessary relevant professional expertise.

### Benefits for CEA Candidates:

Candidates will benefit by learning the practical elements important to executors, the most trusted and influential people in their testator parents' lives. Executors' vested interests, legal responsibilities and key relationships make them essential conduits in the estate planning process. CEAs can engage in the critical discussions needed to uncover challenges and discover significant opportunities, such as how to:

- Demonstrate value to new clients, like accountants who prepare up to six returns in estate situations, and show tax is not a DIY project
- Substantially, effectively and imminently increase AUM
- Add value, such as planned giving officers who connect with next-generation donors but reveal current-gen gift planning opportunities
- Significantly increase permanent life insurance sales
- Identify expertise, in law, trust, and corporate executor fields, which can often confuse average Canadian executors looking for help
- Tap into a stunningly efficient referral process and network

### Seminar on Benefits:

Visit [www.cicea.ca](http://www.cicea.ca) to watch a live presentation of

“Engaging Executors Crucial to the Greatest Wealth Transfer in History”

Estimated Canadians  
without a current  
and valid will:

**70%**

Leave – A – Legacy Canada

Testators who “have  
not even thought”  
about their estate  
or expect to leave  
“less than \$100,000”:

**85%**

Manulife Financial Survey

Average net worth of  
testators currently:

**\$420,500**

Statistics Canada

Surveyed Canadians  
intending to name a  
family member  
as their executor:

**98%**

BMO Leger Poll

Areas with supporting  
case law where  
negligence by the  
executor can result  
in personal liability:

**18**

ERAssure Executor Insurance

Rank of executors in  
testators' lives for  
trust and influence:

**1**

CICEA

Estimated assets  
transferring to the  
next generation in  
the next 20 years,  
average, per day:

**\$300 million**

STEP Canada

## Benefits

**The benefits of the CEA designation program vary by profession, but some are shared by all, such as:**

- helping executors and testators in a wider spectrum
- presenting yourself with an instantly recognizable designation
- professional listing on the national Find A CEA Directory
- networking opportunities, in your community and across Canada
- co-operative events, advertising and initiatives with other CEAs
- ongoing access to the regularly updated curriculum
- ongoing access to the 1,000 term glossary, resources, tools and proprietary executor-focused calculators

### Accountants

CEAs are trained to know there are up to six tax returns that should be considered in estate situations, and if the executor can't name them, they probably shouldn't be doing them. Sixteen professions working with executors and testators will be better educated about what you do and positioned to refer clients more than ever before through the CEA directory.

### Corporate Executors

Corporate executors offer tremendous services for complex estates. The CEA network is an immense filter of professionals who can separate them from the DIY sector to get the help they need and the clients you want.

### Financial Advisors

With \$300 million transferring to the next generation every day, Financial Advisors can add the CEA to identify themselves as those who work with executors. These are the most trusted and influential members of their testator parents' lives. They want to minimize estate challenges of taxation, illiquidity and inequality, and have vested interests in facilitating discussions.

### Lawyers

Lawyers involved in estates struggle to be identifiable outside of their peers and centers of influence. The CEA is a logical, recognizable solution, which also forms a powerful network and a filter to your area of expertise, from the CEAs who understand executors' risks and the value of your important role.

### Planned Giving Officers

Start the conversations donor families want to have. Planned Giving Officers can use the CEA designation to engage with executors, who have vested interests in ensuring well-planned estates, a legal responsibility to minimize taxation and a willingness to discuss gift intentions. It's never too early to start the dialogue when you're having the right conversations.

Intestacies  
**Successfully** Planned Gifts

Personal Risk  
**Executor** Insurance

Liquidity Issues  
Well Structured **Results**

Cool & Detached  
**Trusted** & Influential

New Family Dynamics  
Litigation **Mitigation**

Non-communicative Donors  
Executors **Want to Talk**

The CEA curriculum was written by industry experts, including seven lawyers, two accountants and professionals from every discipline executors may turn to in the course of their duties. To read more about the authors, please visit [www.cicea.ca/en/our-board](http://www.cicea.ca/en/our-board). For a more detailed overview of the curriculum, please email [info@cicea.ca](mailto:info@cicea.ca) to request a copy of the CEA Syllabus.

**Module 1) Getting Started; Duties of an Executor / Executrix**

- 1 - Ethics
- 2 - Urgent Issues
- 3 - Funeral Arrangements
- 4 - Executor Responsibilities
- 5 - Notifications
- 6 - Government Benefits

**Module 2) Financial Considerations**

- 1 - Company Benefits and Pensions
- 2 - Personally-owned Life Insurance – Part 1
- 3 - Personally-owned Life Insurance – Part 2
- 4 - Corporate Life Insurance Policies
- 5 - Registered Assets
- 6 - Non-Registered Assets
- 7 - Annuities
- 8 - Business Assets
- 9 - U. S. Estate Tax For Canadians

**Module 3) Property**

- 1 - Types of Property Ownership
- 2 - Valuation of Real Property
- 3 - Liquidation of Real Property
- 4 - Financial Considerations of Property
- 5 - Valuation of Other Physical Assets
- 6 - Liquidation of Other Physical Assets
- 7 - Digital Property
- 8 - Power of Attorney for Finance

**Module 4) Trusts**

- 1 - An Introduction to Trusts
- 2 - More Basic Trust Concepts
- 3 - Introduction to Trust Tax Concepts
- 4 - Special Types of Trusts
- 5 - Uses of Trusts
- 6 - Trust Management
- 7 - Trust Restrictions and Winding up a Trust
- 8 - Taxation of Trusts
- 9 - Trust Tax Strategies
- 10 - The Economics of Trusts

**Module 5) The Estate and Probate**

- 1 - Wills
- 2 - Dying Intestate
- 3 - Applying for Probate
- 4 - Charitable Giving
- 5 - Types of Donations Affected by Death
- 6 - Filing the Tax Return
- 7 - Filing Optional Returns
- 8 - The Role of the Trust Company
- 9 - Closing the Estate

**Module 6) Challenges of Estate Administration**

- 1 - Stress
- 2 - Counselling
- 3 - Conflict Resolution
- 4 - Dealing with the Beneficiaries
- 5 - Financial Challenges
- 6 - Challenging the Will
- 7 - Insufficient Assets
- 8 - Executor and Estate Trustee Insurance
- 9 - Mistakes and Abuse of Authority

**Module 7) Benefits of The CEA**

- 1 - Credibility
- 2 - Practice Benefits- Part 1
- 3 - Practice Benefits- Part 2
- 4 - Economic Benefits
- 5 - Marketing Strategies

**Glossary** – A remarkable compilation of terms & acronyms used by the seventeen professions with which an executor or testator may have contact. Over a thousand terms defined.

**Resources** – Includes proprietary executor focused calculators, executor forms, meeting guides and other tools and resources to help CEAs add value for Canadians.

**Exam** – Online, 50 randomly selected multiple choice questions, 70% passing grade, with two attempts, graded automatically upon completion.

## W. I. I. F. M. ?

The following is a very brief, high-level synopsis of the answer to the common question: ‘What’s in It For Me?’ by profession. Space prevents a more extensive list of benefits. Note that some benefits will overlap multiple professions.



In addition to the above, the benefits of being a member of CEAN (the Certified Executor Advisor Network) include marketing opportunities, referrals, knowledge sharing, current affairs, camaraderie and other networking related benefits.

**Your Next Steps:** Visit [www.cicea.ca](http://www.cicea.ca) or email [info@cicea.ca](mailto:info@cicea.ca) with questions or comments.