



You can now add the CEA Designation to your EPC and enjoy a \$200 reduction in the cost of tuition.

The CEA program will provide you with the practical knowledge needed to engage executors and help with their counseling needs. Becoming a CEA also gives you a professional listing in the national 'Find A CEA' directory, where the public and other CEA professionals working with executors are searching for your counseling services. [REGISTER TODAY.](#)

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

As a CIEPS member, you're now able to take advantage of a preferred price on the Certified Executor Advisor (CEA) designation program, now only \$1,295 after a **\$200 discount**.

**View the information contained on the PDF to find out more and...**

**[REGISTER TODAY](#) and enter the special code – CIEPS to save \$200 immediately.**

**[CEA Snapshot](#)**