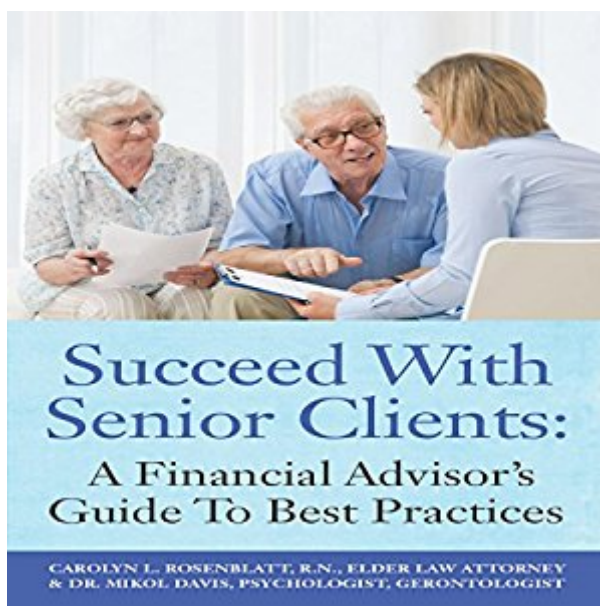


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Succeed With Senior Clients: A Financial Advisor's Guide To Best Practices



Synopsis

Financial professionals are seeing more financial abuse of aging clients than ever. Why? Elders are living longer, but not necessarily in great health. The pervasive problem of Alzheimer's disease and other dementias can steal a client's financial judgment and make the person much more vulnerable to manipulation. Even if an elder is still competent, she may be subject to the improper persuasion, called "undue influence" of a family member or other trusted person.

Book Information

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