Expanding Your Practice to Serve Our Senior Population

Lori Pulvermacher, MBA
Director of Member Services
ElderCounsel, LLC

Welcome To Our Webinar!

• Your line has been muted
• To ask a question, click on the “Questions” button in your GoToWebinar control panel, and type your question
• To ensure you see our webcams, click “webcam” in the upper left, select a position. If there isn’t a position, click “show webcam”
• If you have technical difficulties, please send a message through the control panel or email education@eldercounsel.com
• After the webinar ends and GoToWebinar is closed, please complete the short survey

Did You Know?

• Approximately 10,000 Americans turn 65 every day
• It is projected that there are 40 million Americans 65+
• Average net worth of an older American is $232,000
• 1 in 5 adults is a caregiver of an older American
• Estimated 9.8 million Veterans, plus surviving spouses
• 20.9 million families have members with a disability; One in every 26 households have a child with a disability
Our Guest

Jesse Bone
- Certified N.C. Superior Court Mediator
- Executive Committee of the North Carolina Bar Association Elder Law and Special Needs Section
- Gaston County and North Carolina Bar Associations and the North Carolina State Bar
- Focus on helping individuals and couples with estate planning, Medicaid planning and helping them to preserve their estates
- Help individuals qualify for Medicaid and other government benefits, including Veterans Administration Aid and Attendance
- Works with families with special needs children to help implement long term plans that in most cases include a Third Party Supplemental Needs Trust

Your Background

- Tell us more about your firm.
- What other areas do you practice?
- How much of your business comes from referrals?

Why Did You Select Elder Law?

- Some go into this area for personal reasons, others see the huge opportunities with our aging population
- What was the greatest challenge to entry?
- How did you get your first case? Second?
How Do You Define Elder Law?

• How do you define what you do to others?

• What types of clients are you serving, what do their estate look like?

The Profitability of Elder Law

• Has elder law been profitable for your practice?

• How many in your firm are dedicated to this area of law?

What Do You Like Most About Elder Law?

• We realize there are a lot of things to like!
Favorite Client Story

• We love to hear how elder law attorneys have helped others

Recommendations

• What would you recommend to someone considering elder law as a practice area?

• What do you contribute to your success?

Questions?
For More Information

- Email: info@eldercounsel.com
- Visit our website: www.eldercounsel.com
  - You can schedule a short call, chat live with us, or browse articles and resources
- See our upcoming events: www.eldercounsel.com/calendar
- We’d love the chance to tell you more about how we help elder law attorneys build or grow their practice (we get pretty excited about this)!

Thank you!