

FAMILY OFFICE MEMORANDUM THE COMMUNICATION OF FEAR

Dear family office client,

As a CPA I am trained to have a healthy skepticism. It is a trait that has served me well, and now I want my family clients to use this same trait when analyzing emails, direct mail, free luncheons, television advertising or any other medium used to sway opinion or induce action.

This memorandum addresses many scams and hoaxes that exist in this "information age" and how to use a little common sense. I will address each separately.

EMAILS

You know you've received them: emails that announce some upcoming doom from the other side of your political beliefs; emails that purport to save you taxes or quadruple your wealth; emails that name drop or have legitimate links to other sites that appear to corroborate the message of the email. Remember the old saying "If it's too good to be true, it probably is." Yet many people somehow feel they are in a special group of need to know.

Marketers, con artists and yes, even political groups, craft emails loaded with emotive words, like "Urgent", "Danger", "Nationalize", "Confiscate" and others to gain your attention and ask you to be a patriot to forward to your friends and relatives. Some even ask you to sign a petition. Well guess what? You have just supplied someone or a group of people with the information they were seeking.

So how can you protect yourself?

1. Calm down and dissect the email. Is the email by an individual or a group? If not, discard it. If yes, check the validity of that individual or the group.
2. Does the email refer to a legitimate site? Contact the site administrator and inquire about the validity of the email and authority to link to their site.
3. If the email appears to be from a US Congress person, contact the Government Accountability Office (GAO), which is the investigative arm of Congress. <http://www.gao.gov/>
4. Is the email asking for contributions with words like "Protect", "Save", "Defend" or other emotive words that you just so happen to agree with? Ask yourself, "will my money change law?"
5. Was the email forwarded to you from reliable sources or just a sympathetic friend?



The CPA. Never Underestimate The Value.®



Edward W. Greenlee, CPA, PC
Certified Public Accountant, Consultant
& Registered Investment Advisor

Edward W. Greenlee, CPA, PFS
President

2401 Tee Circle, Suite 102

Norman, OK 73069

Tel 405.310.2632

Fax 405.310.3049

Toll Free 877.355.1758

Email: ewgcpa@greenleecpa.com

Web: www.greenleecpa.com

FAMILY OFFICE MEMORANDUM THE COMMUNICATION OF FEAR

We live in the era of 24 hour news where every day is politically driven. Emotions are running very high and it is easy to find a message that strikes our sensibilities. But understand, political claims or proposals are not law. One must inquire as to whether an issue is law, a proposal, or a bill introduced to become law. You have resources at your disposal. For example, the Healthcare Act of 2010 has its fair share of erroneous emails. Some of the language in the emails may have come from quotes, original drafts of the bill, but usually they are not in agreement with the final language. Check with the following sources if you have questions:

1. Your health insurance provider. They have officers to make sure they are in compliance with federal law.
2. The State Board of Insurance. Call and inquire into the validity of any claim.
3. Your Physician. They must comply with law.
4. Your Private Client Attorney. Who better to ask a question about law?
5. Your Private CFO. We must comply with federal law.
6. Your Senator or Representative. Get it straight from the horse's mouth.
7. Check the Library of Congress <http://thomas.loc.gov/> Read the bill or the law yourself.

DIRECT MAIL

Have you ever received direct mail on an issue of interest to you? Do you recall soliciting this information? Is it addressed to you or merely the occupant of the residence? As with email, determine the validity of the sender. Is it from a PO Box or a physical location? Does it require credit card or bank information? So what can you do?

1. Check the your state's office of the attorney general website for any fraud complaints or hoaxes.
2. Check the FBI website for the same information as the state.
3. Contact your Private CFO and Private Client Attorney who will work together to assess the risk.

FREE LUNCHEONS AND SEMINARS

Have you been invited "personally" to a FREE luncheon from someone or some organization you have never heard of? Do you really think it is FREE? Do you supply your name and address and possibly a telephone number? If yes, you just gave away something of yours for FREE? How convincing is the speaker? Were people around you in a frenzy with excitement over the topic? Did you know some of those frenzied people may be employees of the presenter? Somehow these presenters are just playing the numbers. Odds are someone will participate, hand over money and receive a lot of official looking paperwork all because it was a topic they wanted to hear. So what can you do?

1. Contact your Private CFO and Private Client Attorney. Allows us to perform the due diligence and to assess the risk. We have access to public and criminal records databases.
2. Never provide your personal data until due diligence has been completed. Simply let the presenter know you may get back in touch. If they state "This offer is only good today", walk away.

FAMILY OFFICE MEMORANDUM
THE COMMUNICATION OF FEAR

TELEVISION, RADIO, BLOGS & OTHER MEDIUMS

There are too many mediums in which to deliver messages that are devised to bring people to action. That is the art of marketing. So how can you protect yourself?

1. Contact your Private CFO
2. Contact your Private Client Attorney
3. Contact Your Insurance Agent
4. Inquire through State Agencies
5. Inquire through Federal Agencies

These five sources cannot all be in a conspiracy to collude against you. One of the key benefits to a Multi-Family Office is that the professionals work together independently to protect you from risk and preserve your wealth. But, in all cases, just a small amount of healthy skepticism goes along way.

A SPECIAL WORD FOR SENIORS

Seniors are the prime targets of criminals. Our abilities to process information or recall details slip with the passage of time, yet we are of legal age to bind ourselves to signed agreements. So how can seniors protect themselves?

1. Have all income direct deposited. Eliminate any ability for forgery.
2. Have your Private CFO prepare disbursements and a family member or bank officer sign. Separate the functions so that one party alone cannot.
3. Have a family member, your Private CFO, your Private Client Attorney, or all three present or reviewing information when someone is soliciting an action from you.

Finally, no matter your age, share these tips with any close friends, colleagues, and family you may communicate with through emails, blogs, etc.

I hope you have found this memorandum helpful. We will update this memorandum as conditions warrant.

Very truly yours,

Edward W. Greenlee, CPA, PFS