

Renaissance

SOCIAL CAPITAL ANALYSIS

The numerical values at the left of the column have been developed by Renaissance based on the company's broad experience in evaluating, designing and administering planned charitable gifts. To identify cases where Renaissance's comprehensive array of social capital products and services can add value to your client relationship, mark one box in each category and complete the analysis.

1. CLIENT LIFE CHANGES

- 200 Desire to sell highly appreciated asset and avoid capital gain tax
- 200 Unsolicited tender offer or buyout of corporate stock
- 170 Desire to sell a business or other asset within the next 12 months
- 140 Getting ready to retire
- 140 Concern/desire to get estate affairs in order
- 110 Need to set aside more dollars for retirement
- 80 Desire to keep a business or other asset in the family
- 80 Anticipating a "negative" market change
- 50 Need current tax benefits
- 30 Business or asset already under contract for sale
- 30 No clear timing issue

2. ADVISOR RELATIONSHIP

- 150 Know client's other advisors--"friendly relationship"
- 100 No advisor relationship
- 30 Unknown advisors
- 100 Adverse response from other advisors

3. CLIENT RELATIONSHIP

- 100 Referral by a source with significant client relationship
- 100 Current client--close relationship
- 40 Old client--weak relationship
- 20 Referral by a source with little or no client control

4. CLIENT AGE

- | | |
|---|--|
| <input type="checkbox"/> 50 30-40 years | <input type="checkbox"/> 100 60-70 years |
| <input type="checkbox"/> 60 40-50 years | <input type="checkbox"/> 90 70-80 years |
| <input type="checkbox"/> 80 50-60 years | <input type="checkbox"/> 70 80+ years |

5. NET INCOME

- 100 \$2M +
- 80 \$600K-1,999,999
- 60 \$300K-599,999
- 40 \$0-299,999

6. INCOME

- 100 \$250K +
- 80 \$100K-249,999
- 50 \$50K-99,999
- 10 \$0-49,999

7. CLIENT MOTIVATION

- 100 Strong desire to direct their Social Capital
- 100 Desire to give to a specific project or organization
- 80 Strong charitable intent
- 60 Desire to maintain control over future beneficial use of dollars through a family foundation
- 40 Enlightened self-interest (aversion of taxes)

8. ASSETS

- 100 Publicly traded stocks, bond or mutual funds
- 100 Real estate--free and clear
- 90 Closely-held stock (C-corp)
- 80 Cash or cash equivalent
- 70 Restricted stock or 144 stock
- 60 Incentive stock options (not giftable until exercised)
- 60 Real estate--mortgaged 0% to 30%
- 40 Real estate--mortgaged 30% to 60%
- 40 Business owned assets
- 30 Closely-held stock (S-corp)
- 10 Existing annuities
- 10 Tangible personal property
- 0 Real estate--mortgaged 60% to 100%

CASE RATING

Insert the values from each section to the corresponding line below and add them to together for the total case rating.

- _____ 1. CLIENT LIFE CHANGES
- _____ 2. ADVISOR RELATIONSHIP
- _____ 3. CLIENT RELATIONSHIP
- _____ 4. CLIENT AGE
- _____ 5. NET WORTH
- _____ 6. INCOME
- _____ 7. CLIENT MOTIVATION
- _____ 8. ASSETS
- _____ **TOTAL**

EVALUATION

- less than 300, the client is not a good prospect and should be reviewed later
- between 300 and 450, the client is possible trust prospect
- 450 or more, the client is a good and current trust prospect