

## BENEFITS OF A PRIVATE LABEL TRUST SERVICES OFFERING WITH ICONTRUST

You want to provide trust services to your clients, but you do not want to refer the trust administration to a trust company with no connection to your existing brand, nor do you want to buy a trust company or go through the regulatory hassle of starting your own. IconTrust has a solution for you.

The ICON private label trust services offering provides your firm with a name and brand for trust and other fiduciary services while ICON assumes all fiduciary liability in providing trust administration for your clients. You can now provide trust services to your clients with the look and feel of your existing brand.

### Benefits of a Private Label Relationship:

- ✦ Broaden relationships with your high-net-worth clients by adding trust services to your offering.
- ✦ Provide trust services without setting aside the capital required to start a trust company.
- ✦ Outsource all fiduciary liability and regulatory oversight to ICON.
- ✦ Offer estate planning solutions to your high-net-worth clients that will allow you to retain family assets for multiple generations.
- ✦ Share in a percentage of trustee fees.

### What does ICON Provide Your Firm?

- ✦ A name and brand for your trust services.
- ✦ A dedicated phone number specific to your firm to be answered in the name of your private label.
- ✦ Client-branded statements in the name of your private label.
- ✦ A dedicated trust officer with a branded email signature.
- ✦ Ongoing training and marketing support.



## How Much Does It Cost to Set Up a Private Label?

The initial cost to set up a private label arrangement with ICON is \$50,000. There are no ongoing fees. The initial setup fee is to pay for the legal cost of the “Private Label Services Agreement,” and various other tangible and intangible costs. ICON will also have to set up your company as a division in our trust accounting system to separate your private label accounts from ICON’s traditional book of accounts.



## Private Label Partner Responsibilities

A private label is not a “set it and forget it” proposition. The partner will need to assign a relationship manager to work collaboratively with ICON to filter acceptable trust business and create marketing materials about your offering. All marketing materials must be approved by ICON.

The average private-label takes 3-6 months to take to market. A private label partner must be committed to provide trust services as a core addition to its business and not simply as a novelty. The implementation process can be demanding and requires a full commitment to be a viable offering.

## How to Set Up a Private Label?

For a private label to make logical and financial sense, your firm should have substantial assets under management and an opportunity to manage a substantial number of trust accounts, either presently substantial or in the near future. If you are a law firm or family office, you are dealing with HNW and UHNW clients and do a substantial amount of estate planning for your clients. You will go through an extensive screening process before being accepted as an ICON private label partner.

If you are interested in a private label partnership, please email [info@icontrustnv.com](mailto:info@icontrustnv.com) or call **(702) 998-3700**.

