



# ICON TRUST

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PERSONAL SERVICE YOU CAN TRUST  
FLAT FEES YOU CAN UNDERSTAND



Years of experience in an outdated and archaic trust industry prompted our Icons to institute a better way.

We create the best customer experience for our clients, their beneficiaries, and professional advisors by providing trust administration services that are easy to understand and forward-thinking.





# TRUST ADMINISTRATION

FOCUSED ON MAKING SENSE,  
NOT JUST DOLLARS AND CENTS.

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## EVOLVING WITH THE TIMES

*{ Our mission is to make trust administration simple for our clients and evolve the trust industry into this century.*

## OUR OBJECTIVES

- ✦ Safeguard client assets and provide continuity and peace of mind for multiple generations.
- ✦ Empower our clients to understand their estate plan and how it operates.
- ✦ Evolve to meet the changing needs of settlors and beneficiaries.
- ✦ Utilize technology to modernize the trust industry.
- ✦ Disrupt the traditional fee model.



# MOST TRUST COMPANIES CHARGE A FEE BASED ON A PERCENTAGE OF THE TOTAL VALUE OF TRUST ASSETS.

## WHY?

We think trustee fees should be based on the work required...  
...not the Client's net worth or value of the trust assets.

**ICONTRUST CHARGES A FIXED FLAT FEE FOR ALL TRUSTEE SERVICES**



# MEET OUR CO-FOUNDERS

Meet our experienced team of trust administration professionals. Our goal is to provide the best customer experience and be one of the top trust companies in Nevada.



**BRIAN SIMMONS**  
Executive Officer & Director  
CHIEF TRUST OFFICER

Brian is the Chief Trust Officer. He oversees the day-to-day administration and operations of the firm.

He has more than ten years of experience administering trusts. He has specific expertise in asset protection trusts, educating both clients and professionals about advanced asset protection strategies.

Brian is on the board for the Nevada State College Foundation and is a member and past President of the Southern Nevada Estate Planning Council (SNEPC) and a member of the Society of Trust and Estate Practitioners (STEP).



**GINO PASCUCCI**  
Executive Officer & Director  
CHIEF MARKETING OFFICER

Gino is the Chief Marketing Officer. He oversees all marketing and business development for the firm.

He has extensive experience working with attorneys and financial professionals across the country educating and promoting advisor-friendly trust services.

Gino is a member and the Past President of the Northern Nevada Estate Planning Council of Northern Nevada (EPCNN) and has been on its board for five years. He also held a board position with the National Association of Insurance and Financial Advisors (NAIFA).



**ROBERT BRUDERMAN**  
Director & Chairman

Bob is a Director and Chairman. He is responsible for strategic planning and corporate business development.

He has been a senior executive in the trust industry since 2001 and in the financial industry since 1977. In 1998, he co-founded a leading independent broker-dealer.

Bob has been a member of both SNEPC and the EPCNN and was a co-founding member of the Nevada Trust Companies Association. He is currently a director of another Nevada trust company that provides specialized services not in competition with IconTrust.



# WHY ICON?

## IMPARTIAL & OBJECTIVE

**WE ARE** independent and can mitigate conflicts of interest between family members.

## EXPERIENCE, & EXPERTISE

**WE HAVE** a full-time trust administration staff with expertise in recordkeeping, tax and trust law.

## SOFTWARE & SYSTEMS

**WE HAVE** state-of-the-art accounting software and systems to track income and distributions.

## CONTINUITY

**WE ARE** continuously available to you and your family, unlike an individual trustee.

## REGULATORY OVERSIGHT

**WE ARE** regulated by the state of Nevada and carry a fidelity bond and E&O insurance.



# WHAT DOES A TRUSTEE DO?

A trustee administers trust assets according to the settlors' wishes while considering the interests of the trust's beneficiaries.



*"A trust account is an investment account with instructions. Financial advisors handle the investment account, IconTrust handles the instructions."*

## ***"Advisor-Friendly Trust Company"***

1. A trust company that does not offer investment management, legal advice, or accounting services. An advisor-friendly trust company provides trust administration only and will strive to retain the client's preexisting trusted professional relationships with attorneys, financial advisors, insurance agents, and CPAs.
2. **IconTrust is an Advisor-Friendly Trust Company.** We administer trusts with the highest level of customer service and responsiveness. We respect the relationships our clients have created with their attorneys, financial advisors, insurance agents, and CPAs and we continue those relationships for the benefit of future generations.







## TRUSTEE, CO-TRUSTEE, SUCCESSOR TRUSTEE AND OTHER TRUSTEE SERVICES

**IconTrust** can serve as your trustee today or as successor trustee in the future. We carry out your wishes as outlined in the trust.

**Traditional Trustee and Co-Trustee** – **IconTrust** can serve as the sole or co-trustee responsible for investments, distributions, and administration. **IconTrust** does not manage investments and would delegate the investment function to your trusted financial advisor.

**Successor Trustee** – **IconTrust** can be named as your successor trustee. There is no cost to name **IconTrust** as your successor trustee. We would only charge our flat fee at death or incapacity.

**Directed Trustee** – **IconTrust** can be the directed trustee under Nevada law when the trust document clearly states that **IconTrust** has no investment responsibility with appropriate indemnification. This would apply to the following types of trusts:

- ✦ Asset Protection Trusts (Self-Settled or Hybrid)
- ✦ Dynasty Trusts
- ✦ Nevada Incomplete Gift Non-Grantor Trust (NING)
- ✦ Beneficiary Defective Inheritors Trust (BDIT)
- ✦ Irrevocable Life Insurance Trusts (ILITs)

Agency for an individual or Trustee. An individual or trustee can maintain decision-making control and outsource administrative functions to **IconTrust** by appointing **IconTrust** as agent.



# NEVADA IS A TOP TRUST STATE AND CONSIDERED #1 FOR ASSET PROTECTION

**You may not live in Nevada, but your trust should**, so it can take advantage of Nevada's superior trust and tax laws.

## NEVADA HAS NO STATE INCOME TAX

A trust that has its situs in Nevada will be responsible for federal income tax but there is no corresponding Nevada tax. Assets held in a Nevada trust compound without state income taxes.

## NEVADA DYNASTY TRUSTS

A trust in Nevada can last for 365 years without the trust assets being subject to estate tax levied at each generation. Dynasty Trusts minimize estate taxes and facilitate compounding wealth for multiple generations.

## NEVADA ASSET PROTECTION TRUSTS

A Nevada Asset Protection Trust (NAPT), legally termed a Self-Settled Spendthrift Trust, is an irrevocable trust designed to protect your assets from predators and creditors during your lifetime. A minority of states permit APTs and Nevada's short statute of limitations period combined with no exception creditors make it the top jurisdiction.

## NEVADA DIRECTED TRUST STATUTE

Traditionally, trusts had one trustee responsible for the investment, distribution, and administration of a trust. A directed trust allows for the separation of a trustee's roles among multiple parties. A handful of states including Nevada have enacted directed trust statutes which allow the investment and distribution functions to be handled by a family member, friend, or other trusted advisor while leaving the administrative functions to a corporate trustee.

## NEVADA'S DECANTING STATUTE

For years estate planners struggled with the simple fact that irrevocable trusts were irrevocable and could not be changed. Decanting is the act of pouring or moving assets from an old trust to a new trust with more favorable terms. Nevada's decanting statute allows for the modification of an irrevocable trust to address changes in trust law and dynamics within families that could not have been predicted. Some of the most common reasons to decant are to correct drafting errors or to modify trustee provisions, distribution standards, and governing law.

**You can take advantage of Nevada's laws when your trust is administered by IconTrust**



## NEVADA DIRECTED TRUSTEE SERVICES

Directed Trusts give trust settlors, beneficiaries, and their professional advisors more control over a client's estate plan. Utilizing Nevada's directed trust statute, a settlor can determine which trustee powers they want to retain, and which functions they want to be performed by a corporate trustee.

In a directed trust arrangement, the trust document allows for the splitting of trustee duties into multiple roles:

- ✦ an Investment Trustee or Investment Advisor, with the sole discretion to make investment decisions on behalf of the trust,
- ✦ an Independent Trustee or Distribution Trustee with powers to make distributions from the trust, and
- ✦ an Administrative Trustee responsible for maintaining books and records.

You can appoint someone other than IconTrust to direct the investment function and the distribution function of your trust. When IconTrust is appointed solely as the administrative trustee our fiduciary liability is much less and so is your trustee fee.

A corporate trustee can be directed by the investment trustee or advisor, thereby significantly reducing its fiduciary liability. When IconTrust is a directed trustee, IconTrust charges a reduced flat fee because of this reduced overall liability.

## YOUR TRUST



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graph LR; A[YOUR TRUST] --- B[INVESTMENT TRUSTEE]; A --- C[DISTRIBUTION TRUSTEE]; A --- D[ADMINISTRATIVE TRUSTEE];
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### INVESTMENT TRUSTEE

Has power to direct the administrative trustee on what the trust buys, sells, and holds.

### DISTRIBUTION TRUSTEE

Has power to direct the administrative trustee when distributions are made.

### ADMINISTRATIVE TRUSTEE

Keeps detailed books and records, sign tax returns, takes direction from investment and/or distribution trustee.

**IconTrust** can be named as the distribution trustee and administrative trustee or administrative trustee only.

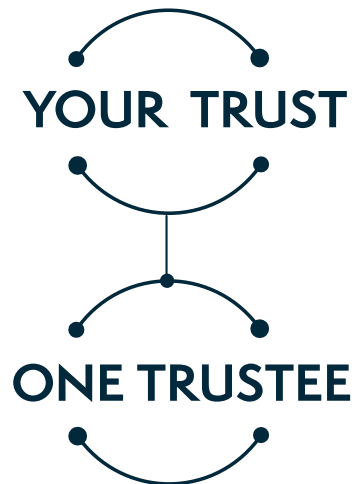


## TRADITIONAL TRUSTEE SERVICES

**IconTrust** can serve as the sole trustee and handle all aspects of trust administration. Your trust can be drafted under any state law as long as the document allows for a change of situs.

**IconTrust** does not manage investments and would delegate the investment function to your current financial advisor. Because we remain responsible for investments, we would oversee your current financial advisor and require adherence to the Prudent Investor Rule guidelines unless the trust document provides otherwise.

Distributions would be made at the discretion of our Trust Committee, which is comprised of all the Trust Officers within our company.



Responsible for investments,  
distribution, and administration.

**IconTrust** can be named as the one trustee responsible for all functions.

## ADMINISTRATIVE DUTIES

### ONGOING TRUST ADMINISTRATION

- ✦ Carry out the settlor's intent and wishes, as outlined in the trust or will
- ✦ Review and approve discretionary distributions
- ✦ Coordinate with other trustees, investment advisors and client's trusted financial advisor
- ✦ Advise beneficiaries on current vs future needs
- ✦ Maintain detailed books and records
- ✦ Sign tax returns
- ✦ Engage other professionals and advisors



## A STRATEGY OR TRUST TO MATCH YOUR ESTATE PLANNING GOALS

### REVOCABLE LIVING TRUSTS

Avoid probate, preserve privacy, & control how heirs receive their inheritance.

### NEVADA ASSET PROTECTION TRUST

Shield assets from potential creditors (including a divorcing spouse).

### DYNASTY TRUST

Minimize estate taxes, compound & transfer wealth for multiple generations.

### DECANTING AN IRREVOCABLE TRUST

Change the terms of an irrevocable trust – The “Do-Over.”

### HYBRID ASSET PROTECTION TRUST

An asset protection trust with a twist.

### BDIT

Freeze the value of an asset and shift the future growth out of your estate.

### SLAT

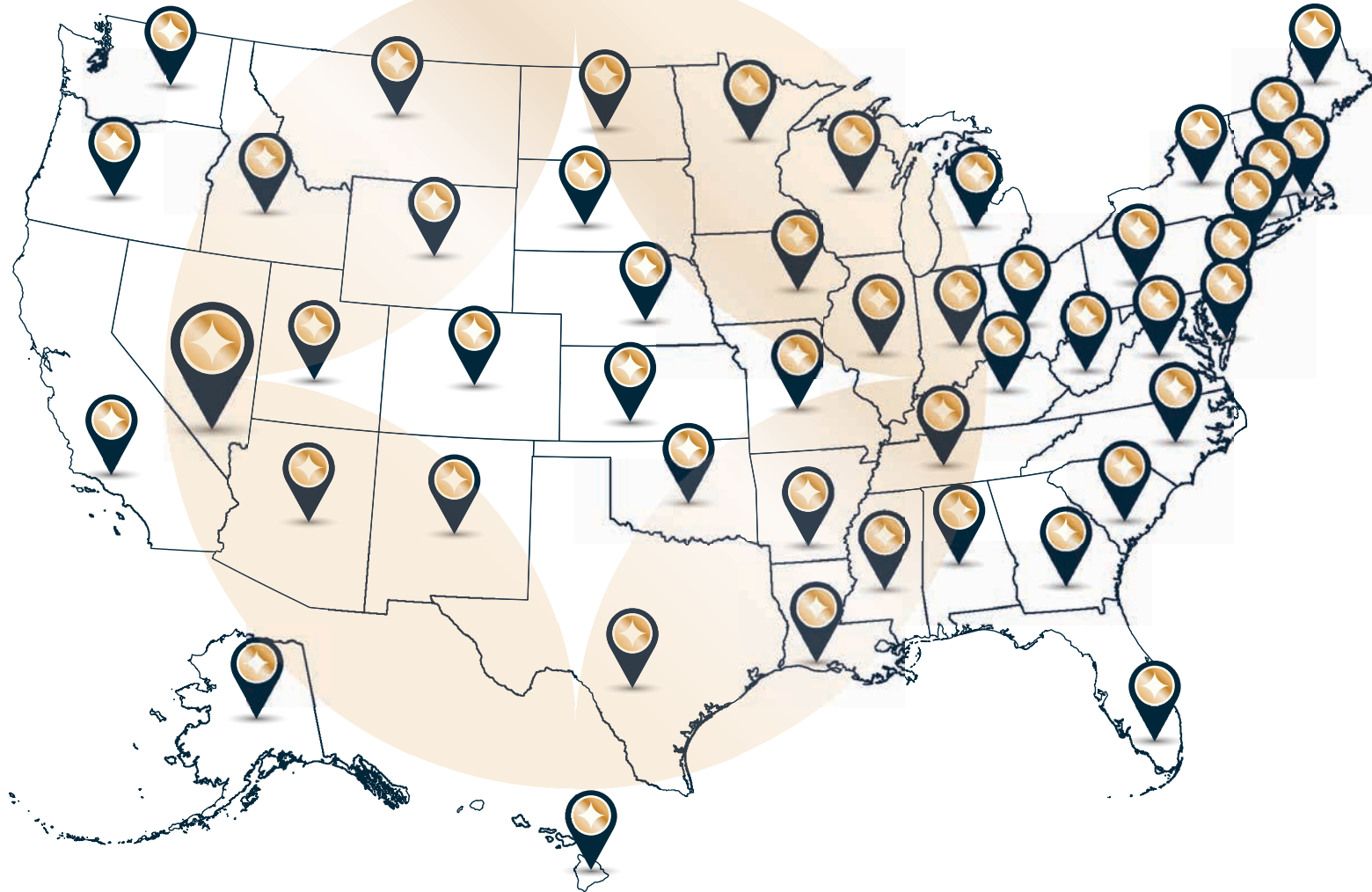
An irrevocable trust for your spouse and descendants during your lifetime.

### ILITs

Keeps life insurance proceeds outside of your estate.

### NING

Minimize state income taxes.



**ICONTRUST SERVES AS TRUSTEE FOR TRUSTS ACROSS THE COUNTRY**



# GET STARTED TODAY!

1

MAKE AN APPOINTMENT WITH YOUR ESTATE PLANNING ATTORNEY TO HAVE YOUR TRUST DRAFTED.

2

HAVE YOUR ATTORNEY NAME **ICONTRUST, LLC** AS YOUR TRUSTEE TODAY OR AS SUCCESSOR TRUSTEE FOR THE FUTURE.

3

FORWARD A COPY OF YOUR TRUST TO YOUR ICONTRUST OFFICER.

4

WORK WITH YOUR TRUST OFFICER AND FINANCIAL ADVISOR TO MAKE SURE INVESTMENT ACCOUNTS ARE TITLED IN THE NAME OF THE TRUST.

5

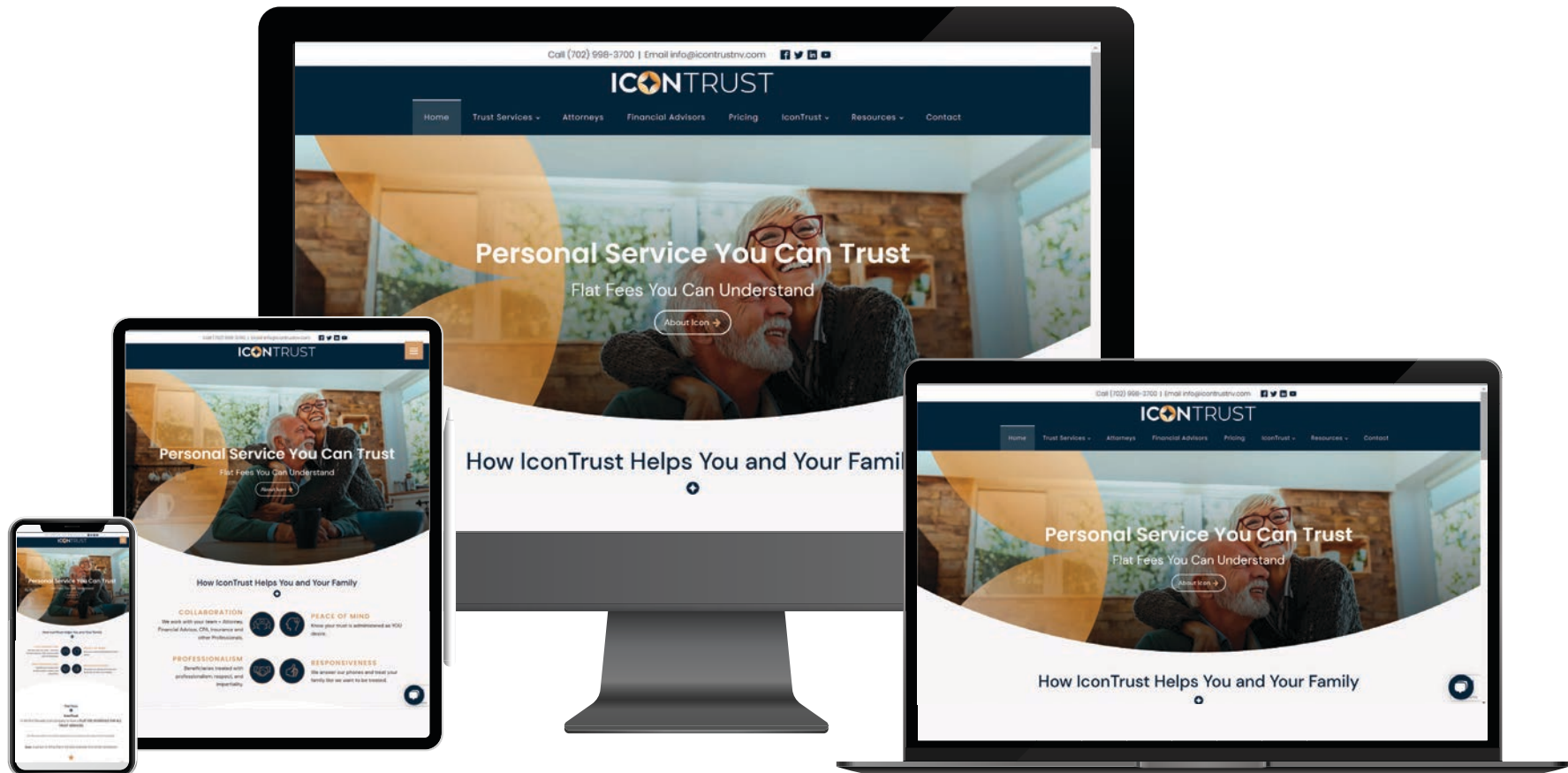
FOR TRUSTS TO BE ADMINISTERED TODAY, PROVIDE YOUR TRUST OFFICER ALL DOCUMENTS LISTED ON THE ACCOUNT SETUP CHECKLIST.

6

KNOW THAT YOUR ESTATE PLAN WILL BE ADMINISTERED ACCORDING TO YOUR WISHES BY A PROFESSIONAL TRUSTEE FOR A SIMPLE FLAT FEE.



# ONLINE ACCESS TO YOUR TRUST ACCOUNT





*A Trust Is A Gift  
Of Assets Over Time*



ICONTRUST



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