



Dignity Estate Fraud Protection

Dignity Estate Fraud Protection

Service Overview



Dignity Estate Fraud Protection

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What is Estate Fraud?

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Summary



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Estate Fraud

- Occurs when someone steals the Identity of someone who is deceased
- Can involve financial fraud (opening credit, taking out loans, etc.)
- Can involve identity only (criminals having dual identities, immigration / SIN / healthcare fraud, etc.)
- Can be committed by: someone who knew the deceased or the family; someone with easy access to personal information; or organized criminal activity



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Estate Fraud Overview

One of the fastest growing areas of Identity Fraud...which is the largest growing area of white collar crime

Recently both the NFDA and FSAC have warned about this type of fraud

28 percent of Canadians say they or someone they know has been a victim of identity theft

Source: Ipsos-Reid poll; November 30, 2006

72% of Canadians are 'concerned' about becoming a victim to identity theft

Source: Ipsos-Reid poll; December 13, 2007



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Impact on Executor/Family

While the Executor/Family would not usually be financially responsible – they do have to prove that the activity was fraudulent

This usually takes numerous hours over many months, as well as potentially costly legal fees to address

**** Average time to address fraud for a living victim: 158 hours over 6 months, and costs of over \$1,000 **** (Source: Identity Theft Resource Center)



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Expert Opinions

Identity Theft Resource Center recommends that individuals notify the credit bureaus when a person dies.

“Notifying the credit bureaus is extremely difficult, if not impossible, to do.”

Source: Washingtonpost.com article, “Preventing Credit Fraud After A Loved One Dies”; August 10, 2004 << See Training Page >>

Unfortunately, the credit bureaus do not want people reporting deaths directly to them as they can not truly verify the information



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Preventing Estate Fraud

To prevent Estate Fraud, Executors should notify relevant organizations as soon as possible after the death.

The problem is that they have numerous other concerns and duties to attend to at this time.



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Dignity Estate Fraud Protection

- Daily electronic notification sent to key organizations
- Client information is verified by PES
- Organizations flag client record as deceased
- Reduces the potential for Financial and Identity Fraud
- Alderwoods Group offering since Jan. 2005 – with several locations continuing through merger period



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Notifications Done by PES

- Equifax and TransUnion Canada
- Provincial Registrar/Vital Stats if out-of-province death
- Ministry of Health in Ontario and Manitoba
(note that this is part of Death Registration in other Provinces)



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Notifications Done by SCI Locations

- HRSDC** - to cancel benefit payments (OAS, CPP, Disability, etc) that the deceased was receiving
- Complete and Fax the HRSDC/ISP Notification Form which is printable from the PES website
 - Different from the CPP Death and Survivor's Benefit Applications (also on website)



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Alderwoods Experience

A valuable service that also delivers business value to the funeral home:

“They (families) rave about it and how it helps them a lot and that when they speak with other people who have used other funeral homes, other funeral homes do not offer anything close to this service.”

“Guidance for a family after the death and services are complete will go a long way to secure future business.”

“This is a very much needed service for our families.”

“Families always comment, ‘We can’t believe that you take care of all of these details’ and I’ve heard them say to others ‘Do you know what they did for us?’”

“This service is a perceived value not only to the customer but to the staff of our Funeral Home.”



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EFP compared to the Letter in the Aftercare Planner

- **Planner Letter** requests credit report, but without extensive documentation, credit bureaus will not make changes to client file – which is still vulnerable
- **EFP** – agreement with credit bureaus states they will act on our notification and flag the client record as deceased
 - Immediate Protection – EFP notification is sent the next business day
 - Convenience – SCI performs the service on behalf of the client at a time when they are very busy

Estate Fraud Protection is complementary to the Planner and valuable as a stand-alone service



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How is EFP different from you or your client contacting the credit bureaus?

- **Hassle-free** – credit bureaus have detailed procedures that must be followed, e.g. multiple pieces of identification for both individuals
- **Timeliness** – credit bureaus receive EFP notification the next business day vs. weeks of communication with credit bureaus via regular mail
- **Client Convenience** – Your location takes care of this important notification at a time when your client has other concerns
- **Confirmation** – PES provides weekly reports of submitted clients

See article – “Preventing Credit Fraud After A Loved One Dies” to understand how difficult these notifications are for an individual to perform



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Positioning with Clients

Most Canadians are very aware of Identity Theft – and will understand that a deceased person can also become a victim

They appreciate when you point this out to them and address it for them

“There are several timely notifications that should be performed. We will do them on your behalf – all that you need to do is sign this Authorization Form.”



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Document Preparation Feature

- Generate pre-populated forms and documents
- Creates professional, legible documents
- Assists family, increases Aftercare appointments
- Includes:
 - Documents that are more urgent to clients (financial)
 - Documents funeral home staff need

Suggestions? Please share your ideas with us!



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How the process works

- Client Authorization Form signed by Client, Witness
- Deceased and Executor information entered on PES website [Average under 2 minutes]
- Print time-saving pre-populated Aftercare Documents (if desired)
- Fax Notification Form directly to HRSDC
- Fax Signed Authorization Form and POD to PES
- PES sends notifications the next business day



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Validation Process

PES verifies SIN, Names, DOB and confirms
Authorization Form is signed

-- locations contacted if there are any discrepancies

Daily reports compiled and transmitted

Copies of Proof of Death and Authorization Form
included in daily notifications

PES Validation Process protects SCI, location staff,
and PES by ensuring accuracy



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Benefits

Client: Provides peace of mind

- Protects against Estate Fraud
- Cancels CPP and OAS payments – so that no repayment is necessary
- Assistance with application for benefits

Funeral Home: A talking point that clients often reference to others in the community

- Enhances existing services
- Pre-printed documents save time



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PES Website - Features

- Enter Deceased and Executor Information
- Print Documents
- NEW >> Modify Previous Entry
- NEW >> Aftercare Documents
- NEW >> Data entry 'hover' tips and default values
- NEW >> Training Page

Username = [location#][**L**astname]

3151Doe

Password = [**F**irstinitial][**L**astname]

JDoe

No spaces; capitalize initial and first letter of last name



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EFP Availability

- Included in Dignity Plans according to Regional timetables
- Separate SKU
- Non-Dignity Plan Pricing

\$95 client fee includes Aftercare Documents and recognizes the value associated with EFP and documentation assistance



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Waiver Form

If the client declines the Estate Fraud service
please have them sign a Waiver Form

This protects against future liability to SCl and
Location staff

Applies to both Dignity Plans and Non-Dignity
Plan clients

Retain the Waiver Form in the client file (no
need to fax)



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Offering Summary

- ✓ Increases customer service levels
- ✓ Appreciated by clients
- ✓ Easy for staff
- ✓ Aftercare/PreNeed efforts supported
- ✓ Complements existing Aftercare offering
- ✓ Differentiation from competitors
- ✓ Saves location staff time and effort with Aftercare Document Preparation



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Additional Resources

Training Page on Website

www.ProgressiveEstateSolutions.com

Demo on how to enter client data

Data entry help: when entering client info, hover on most fields and there is an explanation

Information Sheets – Sales Sheet, FAQ, Website Tip Sheet