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## THINK PLUS ACADEMY POSITION AS A LEADER IN ESTATE PLANNING CERTIFICATION

### A. Focusing on two key aspects

#### 1. Integration of Sustainability Practices

Think Plus Academy is a frontrunner in incorporating sustainability principles into estate planning. Their certification programs are the first (or among the first) to assess a candidate's understanding and application of these practices. This ensures graduates can advise clients on incorporating sustainability goals into their estate plans, which is becoming increasingly important.

#### 2. Multi-Level Structure with Clear Eligibility

Think Plus Academy offers a structured approach with three levels of certification (CEP, CEPM, CEPC). Each level has clear eligibility criteria, making it easier for individuals at various stages of their careers to find the program that best suits their needs and experience. This caters to a wider range of potential candidates.

#### Summary of Think Plus Academy's leadership in Estate Planning Certification

- **Focuses on Sustainability:** Integrates sustainability practices into the curriculum and assesses candidates' ability to apply them.
- **Structured Approach:** Offers multiple levels with clear eligibility criteria for each, catering to diverse career stages.

By combining these elements, Think Plus Academy positions itself as a forward-thinking institution that prepares professionals for the evolving landscape of estate planning while catering to a wider range of potential candidates.

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## B. The estate planning industry faces several challenges

Some of few key challenges.

### 1. Lack of Awareness

Many people don't understand the importance of estate planning and procrastinate on creating a will or other estate planning documents. This can lead to confusion and conflict among family members after someone passes away.

### 2. Complexity of Estate Planning

Estate planning laws and regulations can be complex, especially for individuals with significant assets or those with blended families. This complexity can deter people from getting started or make them choose DIY options that may not be effective.

### 3. Evolving Landscape

Estate planning needs to adapt to changing social and economic realities. For example, the increasing importance of digital assets or the growing focus on sustainability require ongoing education and adaptation within the field.

### 4. Finding Qualified Professionals

Not everyone who offers estate planning services has the necessary knowledge and expertise. This can make it difficult for people to find a qualified professional they can trust.

## C. Think Plus Academy's approach addresses some of these industry problems

### 1. Raising Awareness:

By offering a range of estate planning certifications, Think Plus Academy helps raise awareness of the importance of estate planning and the benefits of working with a qualified professional.

### 2. Structured Learning

Their multi-level certification programs provide individuals with a clear path to gain the knowledge and skills needed to navigate estate planning effectively.

### 3. Addressing Sustainability

Think Plus Academy's integration of sustainability practices into their curriculum positions its graduates to address an evolving landscape and cater to clients' growing focus on sustainability goals.

#### 4. Credibility for Professionals

The Think Plus Academy certifications offer a recognized credential for professionals, helping clients identify qualified individuals to manage their estate planning needs.

#### D. Think Plus Academy's Certification Program

Think Plus Academy's Estate Planning Certification program aims to solve several problems within the industry:

##### For Individuals

##### 1. Lack of Awareness

By offering these certifications, Think Plus Academy educates the public about the importance of estate planning and the benefits of working with a certified professional. This can empower individuals to take control of their future and ensure their wishes are carried out after they pass away.

##### 2. Complexity of Estate Planning

The structured learning path provided by the multi-level program equips individuals with the knowledge and skills necessary to understand estate planning concepts and make informed decisions.

##### For the Industry

##### 1. Finding Qualified Professionals:

Think Plus Academy's certifications establish a recognized standard for competency in estate planning. This helps individuals easily identify qualified professionals they can trust to handle their estate effectively.

##### 2. Evolving Landscape

Integration of sustainability practices into the program ensures graduates are prepared to address the changing landscape of estate planning. They can advise clients on incorporating sustainability goals into their estate plans, which is becoming increasingly important.

##### 3. Standardization of Knowledge

The program offers a consistent learning experience, contributing to a more standardized level of knowledge and expertise within the industry.

## Overall Benefits

### 1. Increased Confidence

Both individuals and professionals gain confidence in navigating estate planning matters. Individuals feel more secure knowing their affairs are in order, while professionals can confidently provide valuable guidance to their clients.

### 2. Improved Client Service

Certified professionals are equipped to offer comprehensive and future-proofed estate planning advice that aligns with client values, including sustainability goals.

### 3. Enhanced Credibility for Professionals

The Think Plus Academy certifications distinguish qualified professionals within the industry, promoting their expertise and credibility to potential clients.

### 4. Stronger Industry Foundation

By educating individuals and establishing a benchmark for competency, Think Plus Academy contributes to a more robust and reliable estate planning industry.

In essence, Think Plus Academy's Estate Planning Certification program tackles key challenges faced by individuals and the field as a whole. It promotes awareness, empowers individuals, elevates professional expertise, and helps navigate the evolving landscape of estate planning.

## Think Plus Academy's Commitment to Sustainability:

We are committed to integrating sustainability principles into estate planning practices. This assessment based certification ensures our certified professionals possess the knowledge and skills to navigate the evolving landscape of sustainable estate planning, offering clients future-proofed guidance that aligns with their values.

## Ready to Get Started?

Visit our website [www.thinkplusesg/estate-planning](http://www.thinkplusesg/estate-planning) to explore program details, course fees, and application procedures. We look forward to empowering you to become a certified estate planning professional who can effectively navigate the complexities of estate planning while prioritizing sustainability.

**Ts. Dr. Norsaidatul Akmar Mazelan**  
Group CEO

[www.thinkplusesg/estate-planning](http://www.thinkplusesg/estate-planning)

**All of training and consulting programs can be made claimable under HRDC**



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