PRACTICE MANAGEMENT

Succession Planning

SAMPLE SUCCESSION LETTER

It is important to have an "if something happens to me" letter ready to be sent to your clients. A succession letter is a short document informing your clients you are unable to provide any services to them. In this letter, you should express your appreciation and outline your recommendations to address their needs.

Dear Client:

I prepared this letter in the event of my sudden death. You are special to me, and I want to thank you for your business and give you my thoughts concerning the continuation of the plans we have been implementing to meet your financial needs.

I have identified a person who will be contacting you within the next few days. The person is [Name]. [Name] has been in the business for many years, and is as devoted to [his/her] clients as I have been to you.

We have had many discussions about the process [s/he] will follow. [Name] will be inviting you to meet with [him/her] to review your current plans and what [s/he] would suggest for the future.

Although it will be your decision as to the future of the relationship, I wanted you to have my thoughts and recommended next steps. [Name] is a person I trust completely to care for your financial needs, and I feel you will as well.

Thank you again for the opportunity to work with you.
I wish you only the best.

Sincerely,
[Your Name]

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