

### **SYSTEM RELEASE**

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#### **Concentra teams up with Coastal Community on new estate and trusts service**

(Saskatoon/Nanaimo): Coastal Community Credit Union's 110,000 members and clients now have access to personalized estate and trust services, thanks to an innovative partnership with Concentra Trust.

The creative arrangement means Coastal Community can offer the people they serve direct access to a dedicated Concentra Trust Estate and Trust Specialist, based in Nanaimo but providing services across Vancouver Island and the Gulf Islands. Professional services are already being offered through this new role. Members and clients can book personalized estate and trust consultations, either in person or via technology, while also having the option to attend educational seminars. A comprehensive awareness campaign will be rolled out in the coming weeks. In addition, Coastal Community employees are also benefiting from the partnership through elevated expertise and training opportunities.

"Our partnership with Concentra Trust will enhance our ability to help members and clients during their most difficult times," said Melissa Lavoie, Regional Manager for Coastal Community Private Wealth Group, a division of Coastal Community Financial Management Inc. "Our new service will also assist them in their plans to support the people and causes they care about through their estates. We're so pleased to be able to serve our members and clients with this innovative and unique opportunity and are now hard at work to integrate estate and trust solutions into all divisions of our organization."

"We know a comprehensive wealth management strategy, including specialized estate and trust services, is quickly becoming a cornerstone offering for credit unions to serve their members" said Karen Bradley, Vice President, Estates and Trusts, Concentra. She continued, "Partnering with Coastal Community with a local Estate and Trust Specialist is an important milestone for Concentra Trust, as the leading Trust company in providing estate and trust solutions for Canada's credit union system."

Over the next 20 years, intergenerational wealth transfer is estimated to be valued at up to \$1.5 trillion. Estate and trust solutions help financial institutions build deeper relationships with their members and clients, assisting in retaining wealth and providing comprehensive financial services for all life stages.

- 30 -

#### **Media Inquiries:**

##### **Concentra**

Laura Herman

Sr Communications Consultant

P: 306-956-7089

E: [laura.herman@concentra.ca](mailto:laura.herman@concentra.ca)

##### **Coastal Community Credit Union**

Allyson Prescesky

Manager, Community Experience & Communications

P: 250-741-3268

E: [allyson.prescesky@cccu.ca](mailto:allyson.prescesky@cccu.ca)