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## Home Care Assistance to Host Webinar on Estate Planning

*As part of an ongoing commitment to community education around topics related to aging and long-term care, Home Care Assistance is hosting a public webinar led by attorney Mark Gilfix on Thursday, April 21<sup>st</sup> at 10 AM Pacific, 1 PM Eastern*

**(Palo Alto, CA – March 18, 2016)** [Home Care Assistance](#), the premier provider of in-home care for seniors, is excited to announce the next webinar in its widely acclaimed [Healthy Longevity Series](#), “A Will is Not Enough: Everything You Need to Know About Estate Planning”, led by Mark Gilfix, Attorney at Gilfix & La Poll Associates and co-author of *Facing the Reality of Long Term Care*. The webinar will be held on Thursday, April 21<sup>st</sup> at 10:00 AM Pacific, 1:00 PM Eastern. The presenter will reserve the last 15 minutes of the webinar for a Q&A session, so we encourage webinar attendees to come prepared with questions. **Space is limited**, so make sure to reserve your seat as soon as possible by registering here: <http://homecareassistance.com/estate-planning>.

“It is absolutely critical to take steps to plan before a crisis. You need more than a basic will. Having the right estate planning tools in place can help ensure a vibrant future, and provide security for you and your family,” says Mark Gilfix.

Estate planning, at the most basic level, is the act of preparing for the transfer of a person’s wealth and assets after one’s death. Assets, life insurance, pensions, real estate, cars, personal belongings and debts are all part of one’s estate. Estate planning is also about dealing with crises while one is alive, and giving authority to trusted individuals to help you if you cannot manage affairs on your own. Proper estate planning can also help you to minimize punishing taxes, and to protect your assets in case expensive long-term care is needed. Having a comprehensive estate plan in place for yourself or a loved one will ensure family members are protected.

**On this webinar, attendees will learn:**

- Critical estate planning tools that every individual must use
- The importance of each document and how it works
- State and federal estate taxes
- Long-term care issues and solutions
- Next steps to prepare for your future and protect your loved one

Mark Gilfix cares deeply about generosity and community building, in addition to connecting with people and helping them plan for a vibrant future. He practices in the areas of Estate Planning, Elder Law, and Special Needs Planning in Palo Alto, California. He graduated from Stanford University with a degree in Management Science and Engineering. He later attended Loyola Law School's evening program, working full time while obtaining a law degree. There, he was chosen as his class commencement speaker and graduated near the top of his class as a member of the Order of the Coif.

Prior to practicing law, Mark was a management consultant at the Monitor Group (founded by celebrated Harvard Business School author, Michael Porter), participating in and leading numerous strategy engagements with Fortune 500 corporations. He is an increasingly sought-after speaker in the field, speaking at national legal conferences and appearing on KTVU Fox 2 and NBC Bay Area.

The upcoming webinar is part of Home Care Assistance's widely acclaimed [Healthy Longevity Webinar Series](#), which has featured experts in a wide range of health and wellness-related fields. Past speakers include Dr. Gary Small, a *New York Times* best-selling author and expert in brain health, renowned cardiologists Drs. Marc Gillinov and Steven Nissen from the Cleveland Clinic and Head of the Cleveland Clinic's Stroke Program Dr. Shazam Hussain, among others.

For more information about Home Care Assistance, visit [www.HomeCareAssistance.com](http://www.HomeCareAssistance.com) or call a local Home Care Assistance office at 1-866-454-8346 to speak with one of the care managers today.

## **ABOUT HOME CARE ASSISTANCE**

Home Care Assistance is the leading provider of home care for seniors across the United States, Canada and Australia. Our mission is to change the way the world ages. We provide older adults with quality care that enables them to live happier, healthier lives at home. Our services are distinguished by the caliber of our caregivers, the responsiveness of our staff and our expertise in Live-In care. We embrace a positive, balanced approach to aging centered on the evolving needs of older adults. A 2016 Franchise500® and Inc. 5000 Company, Home Care Assistance has received numerous industry awards including *Entrepreneur's* Fastest-Growing Franchises and *Franchise Business Review's* Top 50. For more information about Home Care Assistance, our services and franchise opportunities, visit [homecareassistance.com](http://homecareassistance.com) or [franchise.homecareassistance.com](http://franchise.homecareassistance.com).