

**For Immediate Release:**

**Sterling Foundation Management Introduces New CRT Rollover Strategy at Heckerling.**

*Herndon, VA* – In a company sponsored luncheon at the 49<sup>th</sup> Annual Heckerling Institute on Estate Planning, Sterling Foundation Management introduced a new and innovative strategy to help advisors and their clients with Charitable Remainder Trusts (CRTs). Appropriately called the “CRT Rollover,” this creative planning strategy allows CRT beneficiaries to gift their income stream from an existing CRT into a new but differently structured CRT, giving CRT donors the ability to add beneficiaries (extending the length of the trust and creating income streams for loved ones not previously on the trust), change payout terms, or even defer income (and the related taxes) and grow the principal tax-free.

“Beneficiaries are no longer stuck with a CRT that was right for them years ago when it was first established but no longer meets their long term goals,” said Evan Unzelman, President of Sterling. “We are hearing from more and more advisors and their clients about the relief this new idea gives them when they originally thought they were trapped in an irrevocable situation. People are already pretty aware that you can terminate a trust or you can sell the income stream outright, but now there’s a new strategy for donors who wish to keep a CRT but would like to change the original terms to better align with their current planning. This new solution has been well received by advisors and donors alike.”

As part of evaluating the financial health of any portfolio, Sterling advocates for routine (at least annual) reviews of CRTs to assess whether a trust is still an effective element of a client’s planning. Having reviewed thousands of CRTs over the past decade as the nation’s leading broker of sales of CRT income interests, Sterling routinely finds that, years after a CRT is established, the donor’s life situation has changed such that it is now misaligned with the intent of the original CRT. These misalignments are generally a result of life changes such as a divorce or second marriage, the desire to add spouses or children as beneficiaries, or the need to defer income and the associated taxes. These life circumstances are unpredictable and are happening every day. The new Rollover strategy provides a viable solution to advisors and their donors who find themselves in these unexpected predicaments, and fills a void in the spectrum of CRT solutions that previously did not exist.

**About Sterling Foundation Management**

Sterling Foundation Management is the oldest national foundation management firm in the country. Sterling works with a broad range of advisors and their clients in developing solutions to help them achieve their philanthropic, family, and financial goals through the effective use of private foundations and other charitable planning vehicles. With services covering the gamut of charitable planning options that advisors are likely to encounter or need, the firm’s services, tailored to each advisor, include charitable planning, establishment and administration of private foundations and Donor Advised Fund accounts, administration of charitable remainder trusts and charitable lead trusts, and advanced planning and implementation of CRT strategies for both new and existing CRT clients.

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