

Press Release

Gentreo Brings Estate Planning to Everyone

Gentreo disrupts the estate planning industry by making it easy,
fast and affordable

BOSTON, MA — May 20, 2019 — Estate planning is no longer just for the wealthy. Gentreo, www.gentreo.com, a new company out of Boston, MA, is making estate and eldercare planning tools available for everyone. Gentreo provides users with information to not only learn about what estate planning is, but to easily create and save personalized and state-specific essential documents and share them on-line with friends and family.

In less than two years, 50% of the U.S. population will be 50+. They'll not only control 70% of the nation's disposable income, but they also stand to inherit \$15 Trillion in the next 20 yrs. (Nielsen Marketing, 2016) But, over 60% of Americans don't have a will or estate plan. There are dire consequences of not doing estate planning like losing control of your choices and assets, wasting time and money in court, and causing unneeded family stress. Even if you have done planning, if family or friends don't know how to access that information, it does them little good. It's a huge market, with a huge amount of pain that is in desperate need of change.

"Estate planning is something we all need – young or old, rich or poor, married or single. Keeping your family out of court, protecting all that your family has worked for, and making sure you know who is making decisions for you is something we should all have access to. Protect what matters most to you – your children, your spouse and, or your pets," said Renee Fry, CEO. Gentreo sells directly to users and also works with partners, like banks and insurance companies, to provide co-branded solutions to customers.

What We Do

Gentreo provides families with an easy-to-use, guided solution that allows users to create their own estate plans. Users complete, store and share documents like wills, health care proxies, powers of attorney, trusts and more.

Once users create their state-specific and legally-binding documents, Gentreo lets users upload notarized documents and other important information into their secure Gentreo Digital Vault. Users are also given Gentreo Cards that can be filled out with essential contact information like Insurance, Financial, and documents and more. Next, users invite friends and

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family to join their team (which is free) and choose what specific documents and information to share and with whom.

Mary Kate D'Souza, Gentreo's legal expert, notes, "As an eldercare and estate planning attorney, I always wished my clients had a tool like Gentreo. They didn't need to be in court; they needed a Gentreo to plan and prepare and save the thousands of dollars and time that they just didn't have. So, instead of wishing, we created Gentreo because nowhere else in the market is a tool that considers your situation, your location and then helps you fill out needed forms and store and share them."

The Plans

The Gentreo basic plan includes a will, power of attorney, health care proxy, living will, emergency card, Gentreo Digital Vault™ and team is \$49.99 for the first year and \$49.99 per year after. Gentreo Basic+, which also includes a state-specific will and pet power of attorney, is \$69.99 for the first year and \$49.99 per year after.

About the Team

Gentreo is led by a team of eldercare, estate planning and entrepreneurial experts. The team is led by Renee Fry, who has over 20 years of entrepreneurial and government experience. She was CEO of a consumer company; led Phillips Lighting's New Business Initiatives, helped GT Solar execute its IPO and is a Harvard Business School MBA. Julie Fry founded Making Care Easier, was on the executive team of the National Assoc for Home Care & Hospice and a founding team member of the Private Duty Home Care Assoc. John Amaral has built multiple successful tech platforms including RueLaLa/SmartBargains and was the IT lead at Celarix, a \$55M VC funded start-up. Mary Kate Connolly D'Souza is an estate planning lawyer licensed in MA, CT, and PA, bringing over 20 years of legal experience to the team.

Gentreo is not a law firm or a substitute for a law firm or attorney or an attorney's advice or recommendations. Connect with Gentreo on Twitter (@gentreo), Facebook (Gentreo) and LinkedIn (Gentreo).

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