

# DIGITAL JOURNAL

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Susan Eisen, author of "[The Million-Dollar Dishrag: An Effective and Powerful Plan to Avoid a Family Inheritance Battle After You Die.](#)" was invited to present the keynote speech as part of a WestStar Bank wealth management special event in El Paso, Texas.

The audience was particularly interested in her advice on planning a smooth distribution of belongings to heirs. During Ms. Eisen's more than three decades in the jewelry business, as a retailer, designer and appraiser, she has heard thousands of stories of family estrangement and wrongdoing following the death of parents and loved ones. Parents expect their children will fairly share their jewelry, art, antiques, coins, collections, and other family heirlooms after they are gone, but instead, all too often survivors and family members end up in prolonged battles with one another.

"There are many ways to ensure your family does not feud over the distribution of your possessions after you die," said Susan Eisen. "Estate planning for your heirlooms is just as important as your plan on dividing your financial assets, or writing a will." Ms. Eisen's book, "The Million-Dollar Dishrag: An Effective and Powerful Plan to Avoid a Family Inheritance Battle After You Die," the first book of its kind not written by an attorney, provides practical advice on dividing heirlooms in an estate. The book was written to help families sort through a variety of issues ranging from selection of an executor to record keeping and inventories of collections and belongings passed down as inheritance. Using a [With Love List®](#), parents can arrange their gifts to avoid sibling rivalry and disputes during probate. Available at <http://www.inheritanceexpert.com> for \$29.95, the book comes with a workbook (\$12.95) to get started with heirloom estate planning.

About Susan Eisen:

As a confidante to her many jewelry, art, and appraisal clients for the past 34 years, Susan Eisen has [consulted](#) with families to deal with their inheritance issues both before and after death. As a top inheritance expert and one of only 44 Master Gemologist Appraisers, ASA in the United States to hold one of the appraisal industry's highest qualifications, she has been quoted in over 150 articles in [national magazines](#). Ms. Eisen continues to be a sought after expert by her clients, attorneys, trust officers, and CPAs on estate and inheritance issues all over the U.S. and Mexico.

Read the full story at <http://www.prweb.com/releases/2014/02/prweb11617567.htm>

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