

# Purpose of the Worksites that Supports the “Power of Trusts”

The Group’s reason for existence (“Purpose”), that is “to create new value with the power of trusts and let prosperous future for our clients and society bloom,” is practiced at each workplace.

\* Affiliated departments are as of the time of the interviews

## Interview | 01 | Toshiharu Ueki

Fellow Supervisor Financial Consultant,  
Nihombashi Business Department, SuMi TRUST Bank



## Listen to the voice of our clients

SuMi TRUST Bank has approximately 270 certified financial consultants working actively throughout Japan. Financial consultants stand close beside their individual clients for many years, assuming a role in proposing professional solutions for complex issues related to the investment, management, and succession of assets. As a financial consultant, I provide support to other financial consultants and give lectures at training and seminars while offering advice to clients at branch offices.

Since I also hold a private qualification as an industrial counselor, my style is focused on attentive hearing. Attentive hearing involves listening, not to superficial words, but to the deeper inner voices of clients. Or, in other words, picking up the true needs that lie at their subconscious level. But, unlike counselors, consultants have value only in their ability to offer precise solutions as specialists. We are able to respond to any inquiry by

making use of the broad problem-solving functions of a trust bank and the support from lawyers and tax accountants.

It could be that clients are expecting a sense of security rather than solutions from us. Recently, I received a visit from a couple who attended one of the inheritance-related seminars I gave two years ago. They owned many real estate properties throughout Japan, but the husband was given three months to live and came to me to set up a will trust. After listening to their situation, my advice was they “need not make a testament document.” Their family was amicable, and I determined that our Bank’s inheritance settlement services was sufficient without having to prepare a testament document which would require one to two months. “I promise to take responsibility and execute the inheritance procedures smoothly. Please use the remainder of your valuable time to create memories with your family, not to prepare a testament,” I told them. They looked surprised for a moment, but soon showed an expression of relief. The husband smiled and said, “I want to go to an onsen (hot spring spa) with my family,” which left a strong impression on me. Then, merely two weeks later, the husband died peacefully surrounded by his family. I heard that despite the short time left before his passing, he spent a tranquil, memorable time with his family. Currently, the inheritance procedures for this client is going smoothly. The true expectation of this client was not for us to draft his testament, but to ensure that his beloved family would live happily after his death. I think I was able to offer the right solution to realize his true wishes.

I wish to continue honing my skills to offer solutions that are in line with the intentions of clients and contribute to the happiness of clients as we cry and laugh together.

Interview | **02** | **Miwa Karakida**

Sumitomo Mitsui Trust Future Assets Institute, SuMi TRUST Bank



**Aiming to enhance financial literacy for the future**

When I was first stationed to a branch office as a new hire, I was astonished to find out how many clients did not notice us until they receive their retirement benefits, despite the fact that trust banks have diverse functionalities to build their future living upon. At the same time, I felt the need for people to understand the importance of financial literacy and act accordingly, not after they retire, but while they are still actively working, because in Japan, we have little opportunity in school or at work to learn about finance. And I became even more motivated to contribute to the future of people by promoting such understanding. In an age when it will be normal for peo-

ple to live beyond 100 years old, we must look further ahead when we plan our lives.

That is why, after being assigned to the Life Plan Advisory Business Department, I proposed the launch of the Future Assets Institute where we can offer individual clients information on asset formation from a neutral and objective perspective. The proposal was adopted, so now my job at the Future Assets Institute includes conducting research, writing reports, and holding seminars.

The Future Assets Institute tries to focus on providing out of the ordinary, original information, and conducts a questionnaire survey every year of roughly 10,000 respondents to analyze the latest trends from various aspects. We also utilize our strength as a trust bank in providing solutions for both the asset side and the liability side, and aim to offer unique information on both assets and liabilities.

For example, we release the results on people's attitudes, actions, and choices they make towards home loans and asset formation, analyzing them from various aspects such as by generation, family structure, and income level.

Such analysis will reflect information that is more realistic and based on more personally identifiable terms, not just some common figures that are mere average of generally known data. Through the dissemination of such information, we wish to provide an opportunity to think more seriously about issues like your future living, balance between household assets and liabilities. I hope that the activities of the Future Assets Institute will be of some help to improve the financial literacy of many people, and contribute to the realization of their prosperous future.

Interview | **03** | **Hiroshi Kunimitsu**

Head Office Sales Center, Sumitomo Mitsui Trust Realty

**Real estate brokerage that live up to the expectation of our clients**

I have been with Sumitomo Mitsui Trust Realty for almost 16 years, engaged in real estate brokerage for individual clients. We receive inquiries on revenue-generating properties for leasing purposes, but most of our clients contact us to sell and purchase their own homes. Clients contact us through various channels, for example, over the internet, or by introduction from past clients or regional banks and brokerage companies.



But the majority of our clients are referred to us by the staff at the counters and financial consultants of SuMi TRUST Bank, so I feel that their trust in our Group and the sense of security are our great strengths.

Particularly, in recent years, due to an aging society, there are many inquiries related to inheritance. When someone close passes away and you are worried about how to handle the various personal assets that you inherit, you can seek the advice of SuMi TRUST Bank for financial assets and Sumitomo Mitsui Trust Realty for real estate assets. In other words, we can offer a one-stop service of professional, comprehensive support within our Group.

Real estate properties to individual clients are just like any other asset in a sense that they must consider their future asset

formation and life plans from various angles before making decisions on how to dispose them. Meanwhile, real estate is a special asset because the price is higher than other assets and individual clients have limited opportunities in life to deal with them. That is why people are much more emotionally attached to and obsessed about real estate compared to other assets. I think that our added value is our ability to offer convincing proposals that are based on our effort to understand such feelings and to give full attention to clients.

Interview | **04** | **Saori Tamano**

Real Estate Trust and Advisory Department, SuMi TRUST Bank



**Support real estate development projects of clients by leveraging our diverse real estate functions**

As a new hire I was stationed to the sales division for individual clients, but I was granted a transfer to the real estate business using the job posting system, which was my first choice because I majored in architecture in university. Currently I am in charge of managing projects to implement real estate development of corporate clients. The Bank implements such projects as effective utilization of decrepit buildings and underutilized real estate and redevelopment of old factory sites on behalf of our clients. We conduct detailed analysis and evaluation of the target property in advance, studying the attributes to identify the most appropriate usage and determining how much revenue could be generated by leasing through marketing research. Our scope of business is to execute the entire project, including such validation as well as providing support

for negotiation and coordination with design firms, general contractors, and administrative bodies and support for cost optimization, soliciting tenants, and providing management and operation support after completion.

While being a bank, the Bank has many employees holding professional qualifications such as first class architects and real estate appraisers, and is equipped with a full line of functionalities necessary to develop real estate properties from development, architectural design, facility management, brokerage, appraisal, and financing. These functions must be integrated in order to provide one-stop support of the entire process over a very long project period of real estate development, from the conceptual phase through completion and operation, and that is the role of the development promotion team that I belong to.

We work to gain a deep understanding on the clients' real estate holding and operation policies and on the positioning of projects within their business strategies, and aligned with the clients' intentions, carefully consider the market conditions and applicable legal risks from the perspective of real estate professionals to implement the optimal proposals. Our proposals also emphasize the importance of improving the performance of buildings themselves, including earthquake resistance and environmental performances that are receiving increased attention.

A development project would normally take several years from the conceptual phase through completion and operation. Large-scale development projects involving the surrounding areas could impact the entire city. I hope to continue making proposals and implementing projects that make our clients happy when the buildings are completed, change the flow of people around those buildings, and invigorate the surrounding community.