

INSTITUTE FOR PREPARING HEIRS®

The Great Wealth Transfer:

*Attracting, Engaging & Retaining
MultiGenerational Families*



November 2-4, 2014
Pepperdine University
Malibu, CA



THE GREAT WEALTH TRANSFER: Attracting, Engaging & Retaining MultiGenerational Families



About Institute for Preparing Heirs®

In 2009, we saw a void in the services wealth advisors offer to their clients. While advisors do an excellent job managing a client's money, few are equipped to – and few fully understood the value of – preparing the heirs for wealth.

No one in the industry has duplicated our training and tools. This is because of our exclusive access to more than 40 years of fieldwork by The Williams Group, pioneers in successfully coaching HNW families through wealth transition. The Williams Group's central message – *for wealth transfers to truly succeed, heirs must be prepared* – has been translated by one of our founding directors, who is also a Barron's 100 Top Advisor, into training, tools, and services for wealth advisors to use with clients. Our tools and process have been tested over time.

Advisors who have undergone our training have taken their practices to the next level as trusted *family* advisors by going beyond the money to include developing a relationship with the entire family and addressing its needs to be prepared for a successful wealth transition.

Our Mission

Institute for Preparing Heirs® brings advisors and families closer together by providing advisors with training, tools, and on-going support to help families prepare for a successful generational transfer of wealth and equip advisors to attract, engage and retain generations of affluent families.

Our Tools

Advisors who attend this training receive a 12-month membership to Institute for Preparing Heirs®. Membership includes online access to the Institute's leading-edge tools and resources.

Satisfaction Guaranteed.

The Institute for Preparing Heirs® is a service firm and does not sell any financial products and does not provide any legal, tax or investment advice.

To learn more about the benefits of this program, email: contact@preparingheirs.com or visit www.preparingheirs.com

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Are you prepared to participate in
The Great Wealth Transfer?

Institute for Preparing Heirs®

Wealth Advisor Self-Assessment

New Priorities

Yes/No

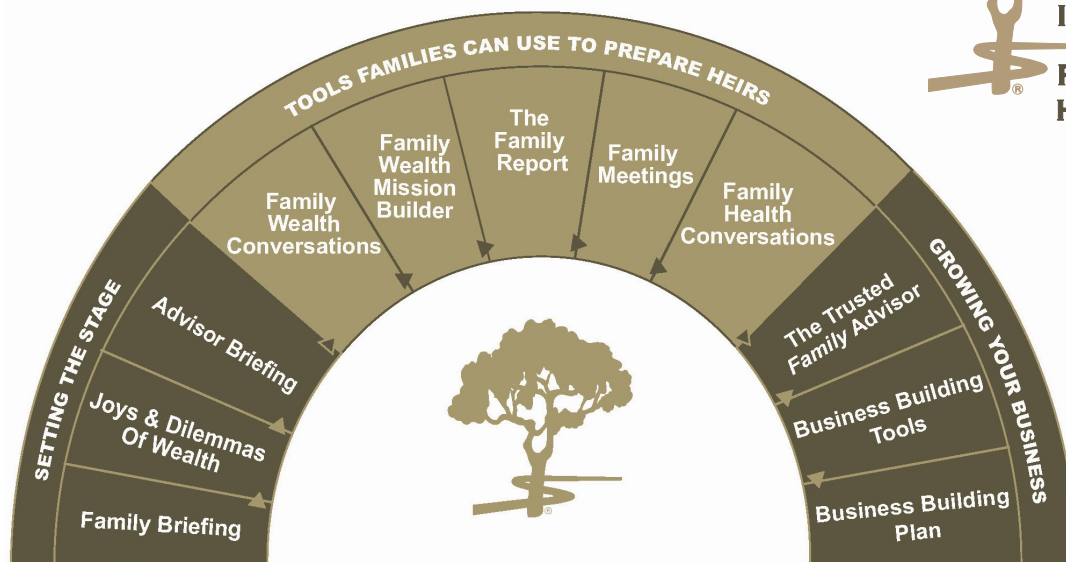
1.	I am aware that we are experiencing the <i>greatest wealth transfer in history</i> and that 90%+ of heirs promptly change advisors upon receiving their inheritance	
2.	I know my affluent clients <i>entire family</i> : grandparents, parents, children, grandchildren, and their spouses	
3.	I am aware that the vast majority of estates <i>fail to transfer</i> successfully to the next generation	
4.	I am aware that my affluent client families are more concerned about the <i>impact</i> wealth will have on their children, rather than the <i>amount</i> of wealth that will be transferred	
5.	I am comfortable <i>starting the conversation</i> about non-financial topics with my clients and prospective clients that impact a successful wealth transfer	
6.	I know how to <i>introduce the topic</i> of family meetings	
7.	I am familiar with “actions” a family can take to prepare their heirs and <i>I can refer the resources</i> for families that require assistance	
8.	I have a <i>mission statement for my business</i> that states my commitment to the non-financial aspects of planning for a successful generational transfer of wealth	
9.	My network of <i>centers of influence think of me as a resource</i> to help their generational families planning their wealth transfers	
10.	I have a business development plan (and marketing toolkit) to <i>retain existing client families and acquire new generational family clients</i>	

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SAMPLE AGENDA



**Your Pathway to Building Lasting Relationships
With Generational Families**

SUNDAY LATE AFTERNOON, NOVEMBER 2

WELCOME RECEPTION & DINNER – VILLA GRAZIADIO, PEPPERDINE UNIVERSITY, MALIBU, CA

ADVISOR PEER GROUP ASSIGNMENTS

THE MIXING OF FOUR GENERATIONS PRESENTATION

An insightful look at the common drivers of four distinct generations – what they are looking for, how you should interact with them, how they make decisions, and what is most important to them.

MONDAY MORNING, NOVEMBER 3

A FAMILY BRIEFING: *Your Estate Plan is in Place . . . But is Your Family Prepared?*

Learn how family dynamics play a critical role in the single biggest risk a successful family will ever face . . . transitioning wealth to their heirs.

THE JOYS AND DILEMMAS OF WEALTH: *What Some Research Strongly Suggests*

Dr. Kenny presents findings from a study conducted at the Boston College Center on Wealth and Philanthropy and funded by The Gates Foundation, that highlights client identified aspirations. It is easy to make assumptions about what the wealthy want, but why not just ask them? A few basic and informative “research” questions for clients will be suggested.

AN ADVISOR BRIEFING: GOING BEYOND THE MONEY – the TRUSTED FAMILY ADVISOR

Client expectations are changing and the first step is knowing what needs to change with the advisor/client relationship, and why. Clients are looking for a trusted *family* advisor to not only manage assets, but to also help *prepare their beneficiaries* for a successful wealth transfer. Learn why advisors who refocus their efforts now, to meaningfully connect with the *entire* family, will not only differentiate their practices but also grow their businesses.

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AGENDA

MONDAY MORNING, NOVEMBER 3 CONTINUED

PRACTICE MANAGEMENT PEER GROUP WORK– *APPLYING WHAT YOU'VE LEARNED*

FAMILY WEALTH CONVERSATIONS

Easy conversation topics that families can use to prepare heirs. Advisors will learn the origins of this 10-question checklist, why it is beneficial, and how advisors can engage families in these conversations.

Topics with special emphasis include:

- **Family Wealth Mission Builder**

This tool identifies and prioritizes the family's shared values, and reduces the post-transition discord.

- **Identifying Roles For Family Members**

How does the family match roles with heirs, and heirs accept the requirements to prepare themselves to meet the agreed-upon standards for those roles? Does the next generation have basic financial knowledge or skills to fill specific roles before, during, or after the estate transfers?

THE FAMILY REPORT

This tool is valuable for a family to create a baseline of their current readiness status to transition wealth.

MONDAY AFTERNOON, NOVEMBER 3

FAMILY MEETINGS –

Learn how family meetings build trust, communication, and harmony while preparing the next generation for wealth. How to initiate a family meeting?

- **Giving Across Generations**

How can giving be organized to achieve both good in the community *and* learning opportunities for younger family members to build character centered on responsibility, accountability, collaboration, civic engagement, and empathy. A major payoff for the advisor is to become acquainted with the entire family.

FAMILY HEALTH CONVERSATIONS – The Health -Wealth Connection

Trusted family advisors are in a unique and critical position to inquire and understand client practices and perspectives on well-being. In this interactive session we will discuss three categories of issues which evidence suggests can have a transformational impact on family cohesiveness and wealth transfer. Family Health Conversation Starters will be introduced.

PRACTICE MANAGEMENT PEER GROUP WORK – *APPLYING WHAT YOU'VE LEARNED*

TUESDAY, NOVEMBER 4

WISDOM AND WEALTH STUDY: *LISTENING TO THE “EXPERTS”*

This research study with families and trusted advisors revealed the attributes which differentiated certain advisors with affluent families. The study also identified what families valued most in their trusted advisor.

BUSINESS BUILDING TOOLKIT

Learn how to access business building tools and resources using your Institute for Preparing Heirs® membership.

PROTECTING AFFLUENT FAMILIES: WHAT'S THE ADVISOR TO DO?

PRACTICE MANAGEMENT PEER GROUP WORK – BUSINESS BUILDING PLAN

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FACULTY

VIC PREISSER

Founding Director, Institute for Preparing Heirs®



Vic Preisser is co-author of the widely read and highly regarded books, *Preparing Heirs* and *Philanthropy, Heirs & Values*. In 2009, having spent more than a decade working with families as an executive coach and mentor to heirs for The Williams Group, the nation's oldest and largest family coaching organization, Vic saw a need for families' trusted advisors to create awareness among clients of the non-financial impacts of unprepared heirs on successful wealth transfer. That same year, he co-founded Institute for Preparing Heirs where he recently authored the book, *Family Meetings*. Vic is also a frequently requested speaker for the Institute on issues of wealth in families. He is a *summa cum laude* graduate of Stanford University.

ROBERT KENNY, Ed. D.

North Bridge Advisory Group



Bob Kenny has been a visiting faculty member of the Institute for Preparing Heirs since 2010. Bob brings to the Institute and its advisors, an insightful perspective on the impact of wealth on families, drawn from his work as field director for contemporary research conducted at Boston College and funded by the Bill and Melinda Gates Foundation. This research focused on the joys, dilemmas, and aspirations of individuals from affluent households. Bob understands the complex emotional quandaries and interpersonal dilemmas faced by parents and children in affluent households and is able to apply these to wealth transfer planning advice offered to affluent families by their trusted advisors. A former Associate of Education at the Harvard Center for Moral Education, Bob earned his doctorate in Counseling Psychology from Boston University.

DIANE K. DOOLIN

Founding Director, Institute for Preparing Heirs®



As a Founding Director of the Institute for Preparing Heirs, Diane Doolin brings over 25 years of experience as a financial advisor. Diane's primary focus is on client relationships and integrating the entire process of successful management of both client assets and preparation of heirs to receive and manage those assets. Over the years, Diane has pioneered concepts such as team advisory services, client tailored financial reporting, Client University, and family financial education. She has been instrumental in the development and testing of the Institute's proprietary tools that advisors can offer families to prepare heirs. Named in Barron's Top 100 Women Financial Advisors, and acknowledged as a wealth advisor innovator, Diane continues to establish new service standards within the financial services industry.

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FACULTY

KAREN WEISGERBER, Ph. D.

Cambium Consulting



Karen Weisgerber has been a visiting faculty member of the Institute for Preparing Heirs since 2010. Karen is a principal partner at Cambium Consulting, a multidisciplinary practice focusing on the personal and familial aspects of wealth. Karen brings to her engagements an expertise developed over 20 years of working with inheritors and wealth creators as a clinical and consulting psychologist. Karen's engagements are informed by her involvement in research at the Boston College Center on Wealth and Philanthropy and through the Wisdom and Wealth Project (a Templeton funded endeavor). In addition to an active practice, Karen has taught at Boston College for over 20 years and supervised developing practitioners at the Harvard Medical School. Along with individual and family work, Karen engages with wealth advisors to strengthen their understanding of and service to wealthy individuals and families.

CAROL J. SCOTT, M.D., MSED



Carol J. Scott, M.D., MSED, FACEP, is a practicing emergency physician, author, wellness consultant, and coach to busy professionals. Dr. Scott joined the faculty of Institute for Preparing Heirs in 2013 when the Institute expanded its training curriculum to address the need for trusted advisors to include health and wellness management as a part of a family's estate plan and to share with clients how a unified vision for family wellness contributes to long-term family cohesion. The Institute selected Dr. Scott because of her expertise for providing effective, science-based approaches for managing optimal health and wellness. Her insights as a thought leader in stress, wellness, and health management have been covered by numerous publications. Her books include: *Optimal Stress: Living in Your Best Stress Zone* (John Wiley 2010) and *The CEO Model of Wellness: Managing your Health Like a Fortune 500 Company*.

JUDY BEATRICE

Professional Development Specialist Hyperion360Solutions



Judy Beatrice has spent her professional life listening, advising, and educating others in different walks of life and at varying points along their life cycles. Her background includes research in medical development, environmental science as well as extensive work in the financial services arena. Judy has fulfilled an integral training and program development role with the Institute for Preparing Heirs since its founding in 2009. More recently, she has joined the faculty, offering insight into generational preferences as a means of establishing common ground among different generations. Building bridges across generations enhances the client relationship and family communication and collaboration. Judy's passion for learning has invigorated her development programs for over 700 teams and business managers, helping them achieve a new level of performance in leadership, teamwork, and communication.

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HOW TO REGISTER

Please complete this brief Application for Enrollment and return it to us by email at contact@preparingheirs.com or fax (888.506.4189) as soon as possible.

Investment: \$3,500 per advisor. Group discounts available.

YOUR INFORMATION

First & Last Name: _____

Title & Firm Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Firm Website: _____

Email: _____

Phone (Direct): _____ Fax: _____

YOUR BUSINESS PROFILE

How long have you been in business? _____

List of professional credentials: _____

How many client households do you serve? ☐ Below 250 ☐ Above 250

Average client net worth: ☐ \$1-5M ☐ \$5-20MM ☐ \$20MM+ ☐ \$50MM+

REGISTRATION

1. Why are you most interested in attending this class? Please rate each of the following class objectives and goals on a scale from 1 - 5, with 1 being most important to you.

___ **To differentiate** your practice from your peers

___ **To deepen relationships** with your entire client family base (grandparents, parents, children, grandchildren and their spouses) before the estate transitions

___ **To cultivate new relationships** with successful families planning to transition wealth

___ **To expand your network** of professional advisors who work with successful families; financial advisors, estate attorneys, CPAs, trust officers, investment bankers, insurance specialists, appraisers, and family coaches

___ **To prepare** a tailored marketing program that will position you as a resource for high net worth families

___ **To build and retain** multi-generational relationships with wealthy families

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