Institute *for* Preparing Heirs®
NextGen Training for Trusted Family Advisors™

TOPICS, SPEAKERS & TRAINERS *for* Your Next Regional & National Advisor Events

Generational Wealth Transfer

Institute for Preparing Heirs is the premier provider of training, tools, and speaking on the topic of successful generational wealth transfers. Our number one focus is helping financial advisors take the next step to become the Trusted Family Advisor™ . . . one whose client is now the *entire family*.

We look forward to a discussion of how our financial advisor programs can best serve your needs.

For questions and additional information:

Carol Sherman, Institute *for* Preparing Heirs®
Email: csherman@preparingheirs.com | Phone: 626.644.7083 | www.preparingheirs.com

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.

The New Differentiator in Wealth Management

As your prepare your calendar of upcoming regional and national advisor events, I encourage you to consider our great topics, speakers and trainers. As a bonus, advisors leave our presentations and workshops with new thinking and new tools not available anywhere else today in the financial services industry!

Why our topics are so important to financial advisors

We have entered one of the most exciting business growth and client retention opportunities in the history of wealth management. Estates transfer, from one generation to the next, over $1 trillion every year. Yet advisors are challenged by the fact that the majority of heirs promptly change advisors upon their receiving inheritances.

By attending our sessions, advisors learn why and how to meaningfully connect with the entire family – spouses, children and grandchildren – to grow their businesses and help prepare families for successful wealth transfer.

We've cracked the code . . . on how to become a Trusted *Family* Advisor™

As the premier provider of next generation topics, speaking and tools for financial advisors, our number one focus is helping financial advisors take the next step to become the Trusted *Family* Advisor™ – one who looks beyond the money to include the entire family as the client. This is new differentiator in our industry!

I look forward to speaking with you as you plan your calendar for 2017. Please feel free to contact me directly at telephone 626.644.7083 or email: csherman@preparingheirs.com

Best regards,

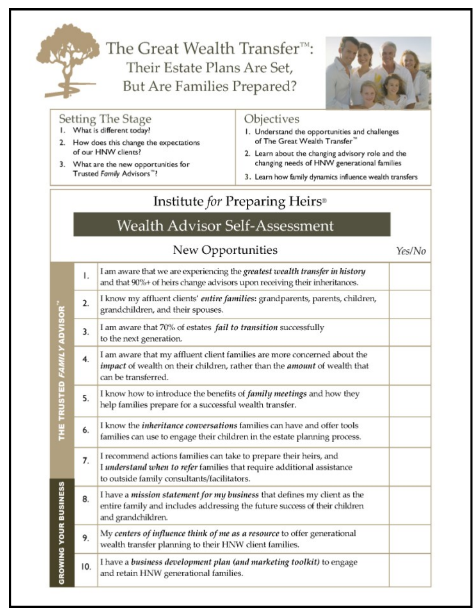
Carol Sherman

Carol Sherman
Institute *for* Preparing Heirs®
Director of Marketing

Their Estate Plans Are Set, But Are Families Prepared?

1-Hour Keynote, Break-Out Session, Meeting Topic, or Webinar

Why do the great majority of estates fail after the assets pass to the heirs? Is it advisor missteps or family dynamics? Should advisors pay as much attention to preparing the heirs as they do to preparing the assets? And how will this help grow the advisor's HNW business during the current historic levels of generational wealth transfer? This highly relevant presentation makes the case that today's trusted advisors become Trusted *Family* Advisors™ by embracing a new set of opportunities that go *beyond the money*.



The Great Wealth Transfer™: Their Estate Plans Are Set, But Are Families Prepared?

Setting The Stage
1. What is different today?
2. How does this change the expectations of our HNW clients?
3. What are the new opportunities for Trusted *Family* Advisors™?

Objectives
1. Understand the opportunities and challenges of The Great Wealth Transfer™
2. Learn about the changing advisory role and the changing needs of HNW generational families
3. Learn how family dynamics influence wealth transfers

Institute *for* Preparing Heirs®

Wealth Advisor Self-Assessment

		New Opportunities	Yes/No
THE TRUSTED *FAMILY* ADVISOR™	1.	I am aware that we are experiencing the ***greatest wealth transfer in history*** and that 90%+ of heirs change advisors upon receiving their inheritances.	
	2.	I know my affluent clients' ***entire families***: grandparents, parents, children, grandchildren, and their spouses.	
	3.	I am aware that 70% of estates ***fail to transition*** successfully to the next generation.	
	4.	I am aware that my affluent client families are more concerned about the ***impact*** of wealth on their children, rather than the ***amount*** of wealth that can be transferred.	
	5.	I know how to introduce the benefits of ***family meetings*** and how they help families prepare for a successful wealth transfer.	
	6.	I know the ***inheritance conversations*** families can have and offer tools families can use to engage their children in the estate planning process.	
	7.	I recommend actions families can take to prepare their heirs, and I ***understand when to refer*** families that require additional assistance to outside family consultants/facilitators.	
GROWING YOUR BUSINESS	8.	I have a ***mission statement for my business*** that defines my client as the entire family and includes addressing the future success of their children and grandchildren.	
	9.	My ***centers of influence think of me as a resource*** to offer generational wealth transfer planning to their HNW client families.	
	10.	I have a ***business development plan (and marketing toolkit)*** to engage and retain HNW generational families.	

2-Page Companion Worksheet

Advisors who attend receive:

- Access to family tools discussed for a 60-day period
- 2-Page Summary Worksheet


This whitepaper was prepared by Institute *for* Preparing Heirs® (Copyright 2015)

FAMILY WEALTH AND THE EMERGING ROLE FOR WOMEN

Assuming the *mantle of family financial leadership**

Women are a new and increasingly powerful force when it comes to controlling family wealth. Over the next 40 years, women will inherit 70% of family wealth[1]. This should not come as a surprise since the average age a woman becomes widowed is 59[2]. But for many *unprepared* women, assuming the *mantle of family financial leadership* in the event of divorce, death of a spouse, major health set back, or other life-changing event may not only seem daunting, but it comes with hidden risks. This white paper sets out a path for women to follow as they prepare to take on the mantle of family financial leadership:

- Understanding the opportunities and challenges for your family brought about by The Great Wealth Transfer
- Assessing your financial leadership readiness and what you can do now to prepare

**Mantle of family financial leadership encompasses the knowledge and confidence that women possess to develop and demonstrate financial competency, model family values, and mentor financial responsibility . . . an all-purpose cloak to be used now, and in the future.*

[1] Advisor Perspectives' (March, 2, 2011) Bristan Wojnar/Chuck Meek
[2] Women's Wealth MS Report

©2015 Institute *for* Preparing Heirs® All Rights Reserved

1

Workshop Companion Whitepaper

An Emerging Role *for* Women

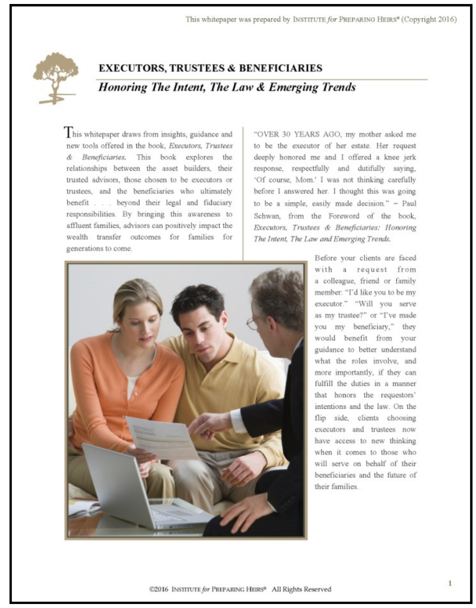
Assuming The Mantle of Family Financial Leadership

1-Hour Keynote, Break-Out Session, Meeting Topic, or Webinar

Within the next two decades, it's projected that women will control two-thirds of the nation's family wealth, representing 70% of the trillions of dollars in motion during The Great Wealth Transfer™. Learn what's behind this emerging trend and why women represent one of the most significant growth opportunities for trusted advisors. Discover actions and new tools advisors can use to help women clients prepare for their financial leadership roles within their families by preparing themselves and their children to manage inheritance.

Advisors who attend receive:

- Access to the Family Financial Readiness Toolkit for a 60-day period
- *Assuming The Mantle of Family Financial Leadership* whitepaper



This whitepaper was prepared by Institute *for* Preparing Heirs® (Copyright 2016)

EXECUTORS, TRUSTEES & BENEFICIARIES

Honoring The Intent, The Law & Emerging Trends

This whitepaper draws from insights, guidance and new tools offered in the book, *Executors, Trustees & Beneficiaries.* This book explores the relationships between the asset builders, their trusted advisors, those chosen to be executors or trustees, and the beneficiaries who ultimately benefit . . . beyond their legal and fiduciary responsibilities. By bringing this awareness to affluent families, advisors can positively impact the wealth transfer outcomes for families for generations to come.

"OVER 30 YEARS AGO, my mother asked me to be the executor of her estate. Her request deeply honored me and I offered a knee jerk response, respectfully and dutifully saying, 'Of course, Mom.' I was not thinking carefully before I answered her. I thought this was going to be a simple, easily made decision." – Paul Schwan, from the Foreword of the book, *Executors, Trustees & Beneficiaries: Honoring The Intent, The Law and Emerging Trends.*

Before your clients are faced with a request from a colleague, friend or family member: "I'd like you to be my executor." "Will you serve as my trustee?" or "I've made you my beneficiary," they would benefit from your guidance to better understand what the roles involve, and more importantly, if they can fulfill the duties in a manner that honors the requestors' intentions and the law. On the flip side, clients choosing executors and trustees now have access to new thinking when it comes to those who will serve on behalf of their beneficiaries and the future of their families.

©2016 Institute *for* Preparing Heirs® All Rights Reserved

1

Workshop Companion Whitepaper

Executors, Trustees & Beneficiaries

Honoring The Intent, The Law & Emerging Trends

1-Hour Keynote, Break-Out Session, Meeting Topic, or Webinar

This presentation offers new thinking and new tools designed to expand the family wealth conversation beyond the legal and fiduciary responsibilities of executors and trustees. What makes a good executor, a good trustee and a good beneficiary; and how can they work together to ensure a successful post-estate transition – one that fosters lasting family unity and enduring family values and legacy while honoring the intent of the benefactor? What is the impact , and opportunity, for professional advisors as families prepare/review their wills and trusts?

Advisors who attend receive:

- Access to family tools discussed for a 60-day period
- *Executors, Trustees & Beneficiaries* whitepaper

The Great Wealth Transfer:

Engaging & Retaining HNW Generational Families

3-Hour Workshop for Advisors

This transformational workshop will take the advisor's practice to the next step of Trusted *Family* Advisor™ – one who looks beyond the money to develop many different relationships with the entire family, and addresses the family's need to be prepared for the successful transition of wealth. This workshop begins by setting the stage for new business growth opportunities during the largest generational wealth transfer underway.

This workshop integrates teaching (lecture) with advisor peer group idea/sharing sessions. Pre-work is distributed two weeks in advance to prepare advisors to engage in real life discussions related to their practices.

As part of this workshop, advisors leave with a plan to immediately apply the Institute's new thinking and new tools in their practices. This workshop is interactive and is structured around four 15- to 20-minute teaching modules, each augmented with a 15-20 minute peer group break-out session. Time is included for questions and peer group sharing of their best ideas.

Advisors who attend receive:

- 40-page The Great Wealth Transfer™ Advisor Workbook that contains key takeaways along with conversation starters, best practices, case study examples, business builder ideas, and business builder plan
- Access to tools discussed for a 60-day period

The Great Wealth Transfer:

Engaging & Retaining HNW Generational Families

2-Day Workshop for Advisors

Over the past seven years, the Institute has developed and tested an advisor training program second to none that is based on 20+ years of field research on how HNW families successfully transition wealth and maintain family harmony across generations. This program has a proven learning process with tools and is delivered in three progressive stages.

This training program may be customized to fit a firm's specific advisor training objectives and needs. Select sessions are also available as individual webinars.

SEGMENT 1 Sets The Stage For Today's Advisors
Advisors learn why clients' needs are changing and how they can take their practices to the next level of The Trusted *Family* Advisor − one whose client is now the entire family and includes the future success of their children.

SEGMENT 2 Introduces Wealth Transfer Tools Families Can Use to Prepare Their Heirs
Advisors learn about time-tested tools and how to integrate these into their advisory practices. Tools advisors can use to help the entire family prepare for a successful transition of wealth.

SEGMENT 3 Delivers Business Builder Opportunities
A lot of money is in motion! The largest wealth transfer in history is underway and offers advisors who are prepared, one of the most exciting business growth opportunities in the history of wealth management. Throughout the workshop, the facilitators guide the peer group sessions to ensure the advisor clearly understands how to apply what was just learned to his/her practice.

Workshop Follow-up
Peer group conference calls are held monthly for three months. Here, advisors learn from one another's experiences, share success stories, follow up on training objectives, and network with fellow advisors.

Key Training Outcomes

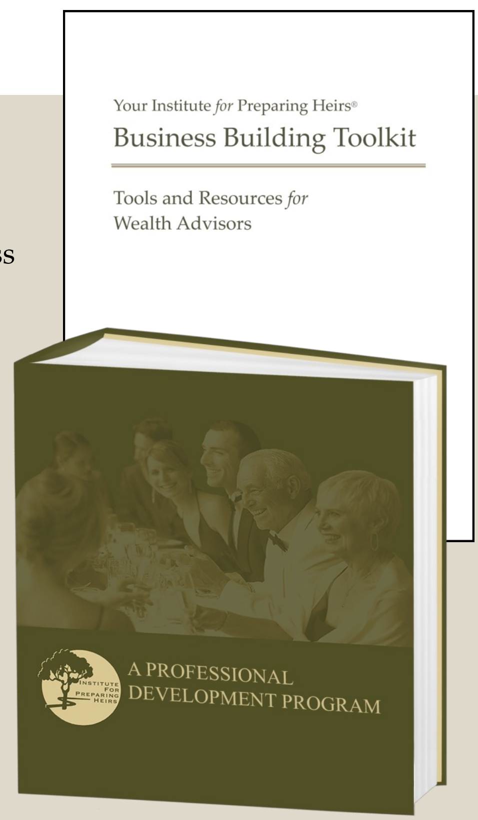
- **Differentiate** an advisor's practice from their peers
- **Strengthen and build long-lasting relationships** with entire client families: grandparents, parents, children, grandchildren and their spouses . . . before the estate transfers
- **Acquire** new affluent families as clients
- **Expand the advisor's professional network** with those who work with affluent individuals and families – estate attorneys, CPAs, and other trusted advisors

Advisors can use information and tools immediately upon return to their practices. All of it designed to effectively accelerate an advisor's growth and visibility by adding wealth transfer planning to their services.

Advisors who attend receive:

- 325-page Training Manual
- Access to world-class faculty of researchers, authors, and thought leaders on wealth transfer and family dynamics

Business Building Toolkit



Advisors leave this program with a 12-month membership with access to the Institute's turnkey toolkit along with the know-how and action plan to get started today!

For example, the Institute's *Inheritance Conversations Workbook* guides families through deeper, more meaningful conversations around family wealth.

- 10 inheritance conversation topics
- Easy-to-follow family conversation guidelines
- Fun exercises to foster unity among family members
- Actual family success stories
- Recommended reading, and more!

“I see this training program as not only
a retention tool, but as a business development tool.
No one in the industry is providing these
kinds of tools and resources.”

— John J., Managing Director

“This crystallizes advanced wealth management.
Shows us how to take our practice
to the next level.”

— Janet B., Wealth Advisor

"After 25 years as a wealth advisor,
this training has changed my priorities.
My client is now the entire family and my focus as
their trusted advisor includes the
future well-being of their children."

— Diane D., Senior Wealth Advisor

INSTITUTE *for* PREPARING HEIRS®

To discuss your event, or inquire about pricing and speaker availability, contact Carol Sherman.

Phone: 626.644.7083 Email: csherman@preparingheirs.com

INSTITUTE *for* PREPARING HEIRS
301 North Lake Avenue, Suite 810 | Pasadena, CA 91101 | 626.389.8664 | www.preparingheirs.com