USC Marshall
Family Business Program

Institute *for* Preparing Heirs®

A Special Workshop for Families & Professional Advisors*

THE GREAT WEALTH TRANSFER™:
The Estate Plan is Set, But Are The Heirs Prepared?

Learn new ideas, new tools and new resources to help the entire family prepare for a successful wealth transfer.

Click Here to Register

Hosted by USC Marshall Family Business Program & Institute for Preparing Heirs®
Saturday, October 3rd, 2015
USC Campus, Marshall School of Business
Registration – 8:30 am, Program – 9:00 am to 1:30 pm (including lunch)

Registration Fee:
Advisors*: $395 ($250 for advisors invited by an attending family)
Families: $395 up to 2 persons ($250 for a family invited by an attending advisor.
$150 for additional family members)
USC Family Business Program Member: No Charge (benefit of membership)

We are experiencing the greatest wealth transfer in history. Over the next several decades, trillions of dollars will pass from spouse to spouse and parents to children and grandchildren. Yet not all wealth transfers go well. Assets are lost and family cohesion falls apart. Attention paid, too little and too late, to preparing the family (instead, focusing solely on preparing the assets) may hinder or even derail future generations.

This special workshop will address the risks of generational wealth transfer, explain how to tell if a family is at risk, and list actions families and their advisors can take today to ensure successful wealth transition. This workshop also provides the opportunity for families and advisors to come together to hear how to get the most from the client-advisor relationship. Understanding what families expect and what advisors can provide to builds a strong and lasting relationship that impacts the entire family and the future success of their children.

Wealth Transfer Facts:

- Trillions of dollars of family money is in motion
- 70% of family wealth transitions fail
- 95% of advisors lose their clients' beneficiaries after inheritance

*** Financial Advisors, estate planning attorneys, CPAs, insurance advisors, family office executives, business managers.**

AGENDA

WELCOME SESSION
Introductions and Overview
Time 9:00 - 9:25am
Room Location: USC Town & Gown
University Park Campus, Los Angeles

BREAKOUT SESSIONS
Breakout Session #A:
Your Estate Plan is Set, But is Your Family Prepared?
Time: 9:30 - 10:30am
Participants: Families of Family Businesses

Led by **Vic Preisser, author of *Preparing Heirs* and *Philanthropy Heirs & Values***

Learn how family dynamics play a critical role in the single biggest risk a successful family will ever face...transitioning wealth to their beneficiaries. Studies show that 70% of all family wealth transitions fail. Family assets are lost and family harmony is disrupted – sometimes permanently. What's really behind this statistic and is your family at risk? Learn about new tools to explore your family's readiness to transfer control of family wealth to the next generation. What actions can my family take now? This session follows 10 inheritance conversations you can have now to prepare your family for a successful wealth transfer.

Breakout Session #B:
Engaging & Retaining MultiGenerational Families
Time: 9:30 -10:30am
Participants: For Professional Advisors

Led by **Diane Doolin, Founding Director, Institute for Preparing Heirs**

Learn how client expectations are changing and what needs to change in the advisor/client relationship and why. Families are looking for a Trusted Family Advisor™ to not only manage assets, but to also help prepare their beneficiaries for successful wealth transfer. Did you know that 95% of beneficiaries leave their parents' advisors upon inheritance? Learn how to refocus your efforts now, to meaningfully connect with the entire family. This session is built around 10 new opportunities to help advisors identify their readiness to best serve multigenerational families during what we call The Great Wealth Transfer™. *NOTE: CFP Board & IMCA CE credit available.*

Break
Time: 10:30 -10:45am

GENERAL SESSION
How to Get the Most from Your Professional Advisors During The Great Wealth Transfer™
Time: 10:45am-12:00pm
Participants: All Families and Advisors
Location: USC Town & Gown

Led by **Vic Preisser & Diane Doolin**

Over 75% of parents have not introduced their children to their professional advisors, or involved them in the estate planning process. Your professional advisors will have a lasting impact on your well-being and that of your entire family. In this session, we will provide checklists for families and advisors with action items for how to get the most from your financial advisor, estate planning attorney, CPA and your insurance advisor. These actions will guide advisors and families along a pathway for how to work together to help prepare the entire family for a successful wealth transfer.

LUNCH AND WRAP UP
Time: 12:15 -1:30pm
Location: USC Town and Gown, USC University Park Campus, Los Angeles

The Institute for Preparing Heirs® will provide attendees:

A toolkit for Families

- Family Workbook: Includes guidelines for 10 inheritance conversations
- Family Wealth Organizer
- *Family Meetings book*
- Series of "Getting the Most" checklists

A toolkit for Professional Advisors

- Client Family Tree
- Advisor Workbook:
  Includes 10 new opportunities for The Great Wealth Transfer™
- Series of "Getting the Most" checklists
- *Family Meetings book*

About the Institute for Preparing Heirs®

Institute for Preparing Heirs grew from the work of The Williams Group – a family consulting group dedicated to increasing the success rate of wealth transitions in affluent families. Their 20+ years of field interviews indicated that in spite of excellent tax, estate planning, and investment management, most families lost control of family assets and harmony over 1-3 generations. The main contributors being lack of trust and communication within the family, lack of preparation of heirs, and lack of a unified family vision regarding wealth.

Institute for Preparing Heirs® generates research-based ideas, tools, and resources that families can use on their own or with the guidance of their advisors. Advisors who undergo the Institute's generational wealth transfer training learn how to shift their focus to the future success of the entire family by becoming Trusted Family Advisors™.

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

About the USC Marshall Family Business Program

The mission of the USC Marshall Family Business Program is to help family-owned businesses "create and preserve wealth by increasing the professionalism of the business and the effectiveness of the family." This is accomplished by drawing on the resources of USC Marshall's MBA professors and other subject matter experts, such as Lee Hausner, Phd. Lee is an internationally recognized expert in the field, author and is serving as our Senior Advisor. The delivery format is in a series of seminars and workshops where members will learn from the experts and share with each other. There are chapters: Los Angeles, Orange County and a Student Chapter on campus. Participation in the Chapters is on an annual membership basis so that we can create a safe and nurturing environment.

For more information contact Ken Ude, Director, at ken.ude@marshall.usc.edu.