INSTITUTE *for* PREPARING HEIRS®

NEW 3-HOUR WORKSHOP
for FINANCIAL ADVISORS

Preparing Families to Prosper & Thrive Across Generations

The New Gold Standard *for* Wealth Advisors

To find out how this workshop will benefit your advisors, contact:

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Are your advisors preparing their client families to prosper & thrive across generations?

INSTITUTE *for* PREPARING HEIRS®

Wealth Advisor Checklist

		✓
1.	I am aware that the **greatest wealth transfer in history** is underway and that over 90% of heirs change advisors upon receiving their inheritances.	
2.	I define my clients by **their entire families:** grandparents, parents, children, grandchildren and spouses.	
3.	I am aware that **70% of family wealth transfers result in loss of control of assets and family unity,** and I know the reasons why.	
4.	I am aware that **women will control 70% of U.S. wealth** by the end of the next decade.	
5.	I am aware that successful families are more concerned about the **impact of wealth on their children** than the **amount** of wealth that will be inherited.	
6.	I understand why **family meetings are important** and how they help align families for a successful wealth transfer.	
7.	I can suggest **ten conversations all families can have** that build trust and improve communication and family unity – all necessary for a successful wealth transfer.	
8.	I offer **generational wealth planning for the entire client family** that includes addressing the future success of the children.	
9.	I offer generational wealth planning to **clearly differentiate my business** with prospective client families and influencers in my community.	
10.	I have a competitive advantage by using new tools and resources that **prepare families to prosper and thrive** across generations.	

"It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change."

– Charles Darwin (1809 – 1882)

Why This Workshop is so Important to Financial Advisors

A lot of money in motion!

We have entered one of the most exciting business growth and client retention periods in the history of wealth management. Over the next several decades, it's estimated that $41 trillion in U.S. wealth will transfer — from spouse to spouse and parent to children and grandchildren and others held dear. Yet advisors are challenged by the fact that many beneficiaries—including spouses — promptly change advisors if a meaningful family connection has not been made.

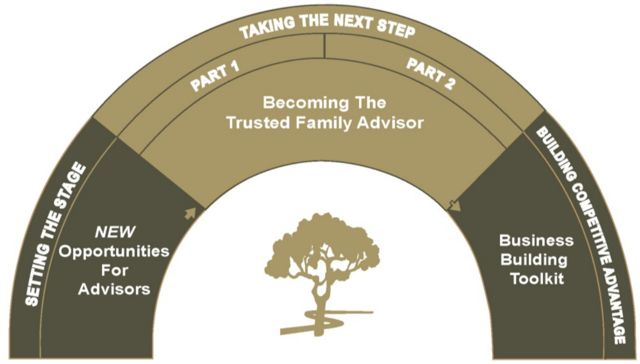
Managing money and doing it well will no longer be the differentiator it has been in the past.

The expectations of successful families are changing. Families are looking for a financial advisor to not only manage assets, but to also help them prepare their beneficiaries for a successful wealth transfer — *when beneficiaries receive and manage wealth in a manner to foster their development and lifetime goals and passions.*

By attending this transformational workshop, advisors learn *why* and *how* to refocus their efforts to meaningfully connect with the entire family – spouses, children and grand children. Advisors gain a solid understanding of how to move the conversation from money matters to family matters and how to include the beneficiaries in the financial and estate planning process. Advisors leave with a new and exciting competitive advantage to differentiate and grow their businesses. This is the new practice differentiator!

"I have been meeting with attorneys and other professionals to communicate the message and differentiate our firm from our competition . . . and it's working."

– Matt A., Wealth Advisor



LEARNING FORMAT

THE GREAT WEALTH TRANSFER®:

Preparing Families to Prosper & Thrive Across Generations

3-Hour Workshop *for* Financial Advisors

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 advisor to not only manage assets, but to also help prepare their beneficiaries for a successful wealth transfer—*when beneficiaries receive and manage wealth in a manner to foster their development and lifetime goals and passions.*

This transformational workshop takes the trusted advisor to the next level 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.* Built around the 10 new opportunities on the Wealth Advisor Checklist, this workshop takes the advisor's current business to the front of the next big "sea change" in how to define and deliver wealth transfer advice to successful families.

As part of this workshop, attendees leave with a plan to immediately apply new learning and new tools. This workshop is interactive and is structured around four teaching modules, each augmented with a small group breakout session. Time is included for questions and small group sharing of best ideas. Pre-work is distributed two weeks in advance of this workshop to prepare attendees to engage in real life discussions related to their businesses.

MODULE 1 – **Setting the Stage for Today's Advisors**

MODULE 2 – **Become the Trusted *Family* Advisor (Part 1)**

MODULE 3 – **Become the Trusted *Family* Advisor (Part 2)**

MODULE 4 – **Building Competitive Advantage**
(We work with you to tailor this module to your firm's goals and objectives.)

Note: Workshop timeframe is flexible based upon your firm's objectives.

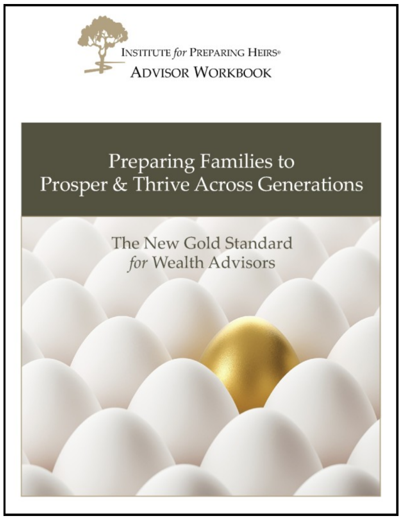
"I see this training program as not only a retention tool, but a business development tool. No one in the industry is providing these kinds of tools and resources."

**– John J.,
Senior Wealth Advisor**

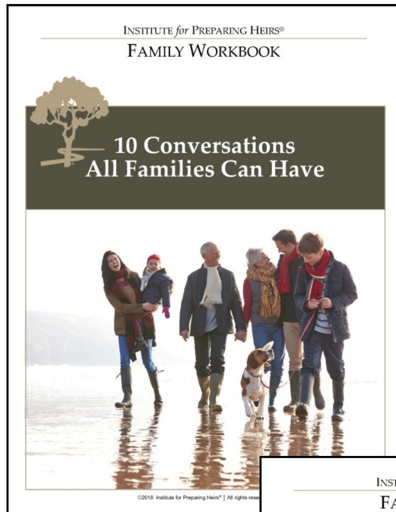
Advisors Who Attend Receive:

- **Pre-Work:** Institute provides pre-work files in PDF to send to attendees 2 weeks in advance of the Workshop
- **44-page Comprehensive Advisor Workbook** contains key learning concepts, takeaways along with best practices, case study examples, business builder ideas, and building competitive advantage plan
- **Sample Toolkit for each attendee, including:**
  - 48-page family workbook, *10 Conversations All Families Can Have* (Back cover of the workbook is available for customization.)
  - 20-page *Family Wealth Mission* workbook
  - Series of family checklists included in *10 Conversations All Families Can Have* family workbook
  - See page 6 for additional tools
- **Follow-Up Support Available**
- **CE Credit:** Advisors earn 3.5 credits from CFP Board and Investments & Wealth Institute® towards the CIMA® and CPWA® certifications

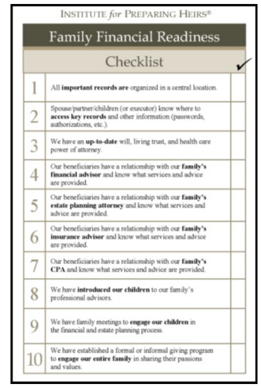
Workshop Toolkit



44-Page Advisor Workbook
(for use during workshop)

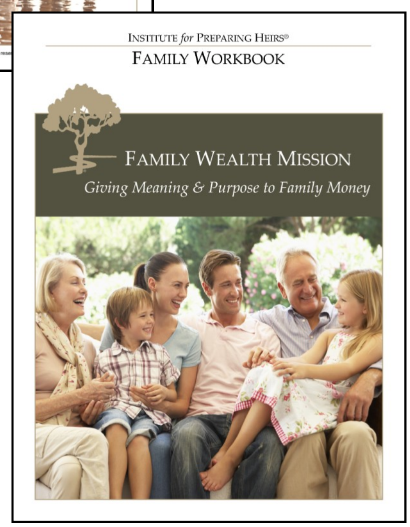


48-Page Workbook
for Families

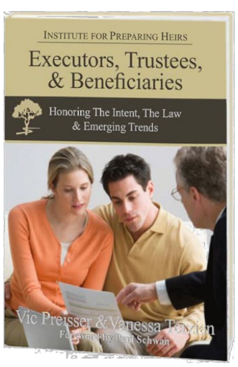

INSTITUTE *for* PREPARING HEIRS®

Family Financial Readiness

	Checklist	✓
1	All **important records are** organized in a central location.	
2	Spouse/partner/children (or executor) know where to **access key records** and other information (passwords, authorizations, etc.).	
3	We have an **up-to-date** will, living trust, and health care power of attorney.	
4	Our beneficiaries have a relationship with our **family's financial advisor** and know what services and advice are provided.	
5	Our beneficiaries have a relationship with our **family's estate planning attorney** and know what services and advice are provided.	
6	Our beneficiaries have a relationship with our **family's insurance advisor** and know what services and advice are provided.	
7	Our beneficiaries have a relationship with our **family's CPA** and know what services and advice are provided.	
8	We have **introduced our children** to our family's professional advisors.	
9	We have family meetings to **engage our children** in the financial and estate planning process.	
10	We have established a formal or informal giving program to **engage our entire family** in sharing their passions and values.	



20-page Workbook for Families



From the Institute for Preparing Heirs®
Book Collection

Tools included in the cost of the workshop:

- Sample Client Letter
- Sample Newsletter Announcement
- Sample Article for Local Publication
- The Family Tree/Family Members by Age Group
- The Family Advisor Tree
- Document Locator
- Family Estate Roles

About
Institute *for* Preparing Heirs®

The Institute was formed in 2009 to address a void in the advice and services wealth advisors were delivering to successful clients on the topic of generational wealth transfer planning, in light of the historic levels of wealth transfer underway. While at that time, there was discussion about the magnitude of the wealth transfer, no one had tools or processes to help families manage this transfer effectively. Moreover, much of the discussion about the transfer suggested that it would likely include an unacceptably high level of failed transfers (where the receiving generation failed to become effective custodians of the family wealth) – thereby raising serious concerns without any specific means of addressing these concerns. Also of concern was the loss of retention of heir families, by the advisor, following the wealth transfer.

The Institute's core focus has been on developing, testing and refining tools along with processes to train advisors to take the next step to Trusted Family Advisor, one who is able to develop meaningful and impactful relationships with the entire family and addresses the family's need to be prepared for the successful transition of wealth. The Institute's training and tools are designed to be add-ons to the advisor's current wealth management process – moving conversations easily from money matters to family matters (not taking on the role of psychologist or family therapist, but knowing when to make a referral for a specialized family consultant).

> **"The most valuable asset of this training is in the tools and the understanding of their use."**
>
> **– Jason B., CFA, CIMA**
> **Wealth Advisor**

In addition, the Institute has redefined "client" to include the entire family – spouses, children and grandchildren — and family wealth to include more than money. These broader definitions have proven to be foundational to the evolution from the trusted wealth advisor to Trusted *Family* Advisor.