

# INSTITUTE *for* PREPARING HEIRS®

## HNW Generational Wealth Transfer Training & Speaking 2015

The Institute is the premier provider of training, tools, and speaking on the topic of HNW 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*.

This document details the Institute's capabilities and programs, and identifies the various ways we can work together.

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



**For questions and additional information:**

**Chris Sherman, CEO, Institute *for* Preparing Heirs®**

**Email: [chris.sherman@preparingheirs.com](mailto:chris.sherman@preparingheirs.com) | Phone: 626.628.7841 | [www.preparingheirs.com](http://www.preparingheirs.com)**

Confidential Materials ©2015 Institute *for* Preparing Heirs®

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.

## **CONTENTS**

### **SUCCESS STORIES**

How Financial Advisors Use This Training to Grow Their Businesses

### **NEW OPPORTUNITIES FOR YOUR FINANCIAL ADVISORS**

Why Becoming the Trusted *Family* Advisor is the Next Step

### **WHY INSTITUTE FOR PREPARING HEIRS?**

### **HOW FINANCIAL SERVICES FIRMS ENGAGE US**

Speaking at National and Regional Training Events,  
Financial Advisor Meetings and Educational Webinars

Training Your Financial Advisors

### **BUSINESS BUILDING TOOLKIT**

## SUCCESS STORIES

### How Financial Advisors Apply This Training to Grow Their Businesses

#### **Advisor Captures Ultra-High Net Worth Client**

Within a few months of attending the Institute's training, a Florida advisor had the opportunity to speak with a wealthy man who was looking for a new wealth advisor. As part of the advisor's presentation and resulting discussion, he used several tools developed by the Institute for Preparing Heirs in which he learned to apply during the training. More specifically, the advisor used the Family Inheritance Conversations checklist, gave the potential client a copy of *Preparing Heirs* book and he explained the value of family meetings. While there were other factors involved in the decision process, the non-financial conversation about the family was a key contributor to attracting and securing the wealthy man as a client who brought \$50 million in assets to the advisor.

#### **Advisor Takes His Practice To A New Level Of Trusted Family Advisor**

A Colorado advisor with a national wirehouse attended the Institute's training two different times. Over a two-year-period, the advisor integrated into his practice virtually all the concepts and tools in which he was trained. As a result, he has attracted 14 new relationships consisting of middle-market business owners, corporate executives or other high net worth families. He has had a retention rate of 99% and has connected on a much deeper level with the entire family of all of his best clients. Additionally, he instituted the Family Wealth Symposium, a high-end educational event that serves as a way to bring a much broader perspective on wealth to his clients and centers of influence. This event focuses on a broad array of planning issues relevant to the complex needs of his affluent families.

#### **Targeting Non-Profits Grows Advisor's Affluent Client "Pipeline"**

A New Jersey advisor's focus on non-profits has opened the door to a myriad of new prospects. The preparing heirs topic is ideal for non-profits and foundations that are always looking for new and relevant ways to connect with their HNW donors to consider making legacy gifts. This adviser uses the Institute's professional presentation (with scripts) tailored for non-profits and foundations. By attending the Institute's training, the advisor developed a deep understanding of the topic and how to use it to connect with affluent families. Not only has this advisor been referred to other non-profits to deliver the presentation, but has been approached by potential clients who have attended. This has served as a "pipeline builder" and is having a good conversion rate connecting with three to five new families after each presentation on average and it has been an outstanding way of procuring new clients from these presentations.

## NEW PRIORITY FOR YOUR WEALTH ADVISORS

### Why Becoming the Trusted *Family* Advisor is the Next Step

*“This program is a differentiator and sets a new standard in the financial services industry.”*

– Michael M. CIMA, CFP, Wealth Advisor

Over the next several decades, trillions of dollars in assets will pass to the heirs of generational families. That may be a spouse, children, grandchildren or others. No matter how well advisors prepare the assets for the heirs, advisors typically aren’t aware of what families have done to prepare the heirs to receive and manage the assets—unless the advisor is a trusted *family* advisor. Why is this so important to your firm and affluent families?

- **To retain the assets:** The majority of unprepared families lose control of their assets and family cohesion in 1-3 generations once the wealth passes
- **To retain the spouse and children as clients:** Even with the best investment strategy, 90+% of your best clients’ children will not remain with your firm once wealth passes.
- **To acquire new affluent clients** from competitors who are not prepared to retain them!

Contemporary research shows that families want a trusted *family* wealth advisor who takes an active interest in the futures of their children and who can competently talk to them about *why* they need to prepare their heirs, *what* are the risks if they don’t, and *how* to get started.

*Today, wealth advisors prepare assets for heirs . . . going forward advisors will also prepare heirs for assets by becoming the trusted family advisor.*

## WHY INSTITUTE FOR PREPARING HEIRS?

We understand the business proposition of your advisors becoming a trusted *family* advisor. 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.

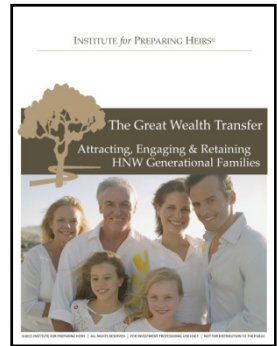
No one in the industry has duplicated our training and tools. This is because of our exclusive access to more than 40 years of fieldwork of The Williams Group, pioneers in successfully coaching high net worth families through wealth transition. The Williams Group’s central message—*for wealth transfers 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 process has been proven over time.

## HOW FIRMS ENGAGE US

### Speaking at National and Regional Training Events, Financial Advisor Meetings and Educational Webinars

#### The Great Wealth Transfer:

#### *Attracting, Engaging & Retaining HNW Generational Families*



*"I truly believe that attending this presentation is the beginning of a career-changing event."*

– Geoffrey C., Wealth Advisor

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 priorities that go beyond the money.

- Tailored to your timeframe, training objectives and audience level of knowledge on the topic
- Typically one-hour in length which includes time for questions
- Easily adapts to a webinar
- CFP and IMCA continuing education credit available

#### Value Add Take-Aways for Advisors Who Attend

Advisors who attend a presentation receive our *The Great Wealth Transfer* companion booklet. Advisors in attendance also receive access to family tools discussed in the presentation for a 60-day period at no charge.

#### Pricing for Speaking Options:

##### In-person presentation:

- \$7,500 per day + T&E, includes up to two one-hour presentations and 75 copies of the 22-page take-away booklets; additional booklets may be purchased for \$15 each
- Special rates are available for reserving multiple presentation dates

##### Webinar:

This is for a 30-minute webinar plus time for Q&A; up to 100 attendees. Participants may download a two-page companion worksheet and access to the Institute's family tools introduced to advisors in the webinar.

- \$1,500 per webinar
- Special rates are available for reserving multiple webinar dates

## HOW FIRMS ENGAGE US

### Three-Hour Financial Advisor Workshop

#### The Great Wealth Transfer:

#### *Attracting, Engaging & Retaining HNW Generational Families*

This workshop takes the one-hour Advisor Briefing to the next step by integrating teaching (lecture) with advisor peer group sessions. Pre-work is distributed two weeks in advance of this workshop to prepare all advisors to engage in real life discussions related to their practices. Advisors learn how to attract, engage and retain HNW generational families as they embrace the entire family as their client. As part of this workshop advisors leave with a plan to immediately apply the Institute's *new thinking* and 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 breakout session.**

- Teaching Module 1 – Setting the Stage for Today's Advisors
- Teaching Module 2 – Become the Trusted *Family* Advisor (Part 1)
- Teaching Module 3 – Become the Trusted *Family* Advisor (Part 2)
- Teaching Module 4 – Business Builder Ideas and Business Builder Plan

#### The Three-Hour Workshop:

- Can be tailored to your training objectives and your audience
- Include time for questions and peer group sharing of their best ideas with the entire group
- Offers CFP Board and IMCA continuing education credits

#### Key Take-Aways for Advisors Who Attend:

- 42-page *The Great Wealth Transfer Advisor Workbook* that contains key take-aways along with best practices, business builder ideas, and business builder plan
- Access to family tools introduced in the workshop for a 60 days, compliments of the Institute

#### Workshop Pricing:

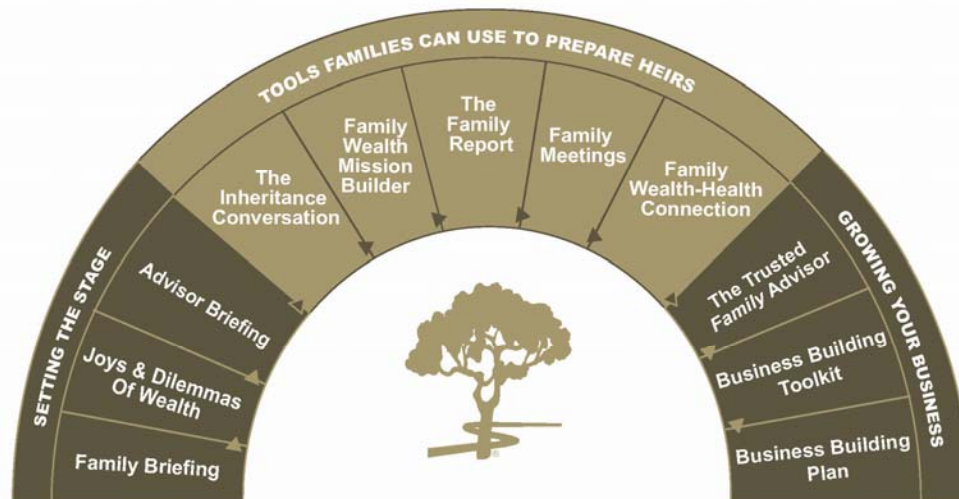
Workshop cost for up to 50 advisors is \$14,000 + T&E and includes 50 copies of *The Great Wealth Transfer Advisor Workbook*. Additional copies may be purchased for \$20 per workbook.

## HOW FIRMS ENGAGE US

### Our Hallmark Two-Day Financial Advisor Training

#### The Great Wealth Transfer:

*Attracting, Engaging & Retaining HNW Generational Families*



The above arch depicts the training's 3 stages to transformational learning

Our two-day training focuses entirely on non-financial wealth transfer topics that serve as the new opportunities for financial advisors to take their practices to the next level of trusted *family* advisors. Each session includes tools and resources applied to the learning. At the onset, advisors are assigned to a peer group led by the Institute's practice management facilitators. Throughout the training, the facilitators guide the peer group work sessions to ensure the advisor clearly understands how to apply what was just learned to his/her practice. Following the training, 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 Take-Aways

- **Deepen relationships** with generational client families before, during and after wealth transitions
- **Expand the advisor's professional network** with those who work with affluent individuals and families—estate attorneys, CPAs, and other trusted advisors
- **Differentiate the firm** as a leader by bringing a new perspective on wealth to affluent individuals and families, and centers of influence and their clients
- **Have immediate impact**—the training contains information and tools that advisors can use 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

*"I've been in the industry for 31 years, at two different firms,  
and this is the best training program I have ever attended."*

– Carroll J., Senior Financial Advisor

## What Advisors Can Do After Training

As trusted *family* advisors, advisors are prepared to add a new level of client services to their wealth management practices, beyond managing investments, tax planning, preparation of estate planning documents, and charitable giving trusts. Advisors are fully prepared to start the non-financial inheritance conversations with families — and offer family tools — to prepare the children for the eventual transfer of assets, and bring a broader perspective of wealth management to affluent clients as trusted *family* advisors.

## Two-Day Hallmark Training Options

There are several ways advisors or your firm can engage the Institute:

- 1) **Institute's Hallmark Two-Day Program is approved as an outside training resource that your firm encourages financial advisors to attend.** Advisors are invited to enroll in the Institute's two-day training held at Pepperdine University in Malibu, California. Financial advisors from all firms attend along with other professional advisors to HNW families such as estate attorneys, CPAs and family office executives.

As a benefit to advisors, firms are encouraged to offer scholarship dollars to help advisors offset the cost of tuition. In our experience, support varies from 50% to 100% of the cost of tuition.

- 2) **Your firm engages the Institute to customize an in-house training program for your financial advisors.**

The Institute works with your director responsible for practice management/training to develop a custom program for your top tier advisors.

## Training Pricing

The Institute's training pricing incorporates various factors, including number of advisors to be trained and training location. The Institute will provide a pricing proposal upon request.

## Continuing Education Credits Are Available For All Levels Of Engagement

Earn IMCA and CFP Board credits.



# BUSINESS BUILDING TOOLKIT

*"No one in the industry is providing these kinds of tools and resources."*

–John J., Senior Wealth Advisor

Advisors leave the training with access to proprietary tools developed and tested by the Institute. These tools are based upon 40 years of field work with affluent families planning wealth transition and make it easy for advisors to engage clients in non-financial conversations about successful wealth transfer and for clients to engage their children. To access tools, advisors receive a 12-month membership to Institute for Preparing Heirs. At the end of 12 months, advisors may renew their membership annually. Membership includes online access to:

- Collection of Institute for Preparing Heirs books
- Other topical books at a discount with custom advisor book labels
- Whitepapers and articles
- Series of inheritance conversations checklists
- Guidebook To Family Wealth Conversations
- 24Q Survey & Family Report automated discovery tool
- Series of business-building presentations
- Briefing resources (save the date cards, invitations)
- Speakers Bureau for client appreciation or prospect events
- Marketing resources (e.g. sample letters, newspaper article, newsletter items)
- Educational / training videos
- Short-cut icon for your iPad for easier access to the toolkit



# INSTITUTE *for* PREPARING HEIRS®

## Our Mission

We bring 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 we equip advisors to attract, engage and retain generations of HNW families.



For questions and additional information:

For questions and additional information:

Chris Sherman, CEO, Institute *for* Preparing Heirs®

Email: [chris.sherman@preparingheirs.com](mailto:chris.sherman@preparingheirs.com) | Phone: 626.628.7841 | [www.preparingheirs.com](http://www.preparingheirs.com)