

# INSTITUTE FOR PREPARING HEIRS®

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## CORPORATE TRAINING PROGRAMS FOR WEALTH ADVISORS

2014

### 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 wealth transfer.

**For questions and additional information:**

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## SUCCESS STORIES—

### How Advisors Use This Training to Grow Their Businesses

#### **Florida 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 Wealth 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.

#### **Colorado 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 New Jersey 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 advisor 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 tested over time.



## HOW FIRMS ENGAGE US— Speaking at National and Regional Training Events, Top-Tier Advisor Meetings and Educational Webinars

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

– Geoffrey C., Wealth Advisor

### Our Topic for Keynotes and Break-Out Sessions for Wealth Advisors— *The Great Wealth Transfer: Their Estate Plan Is Set, But Are Families Prepared?*

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.

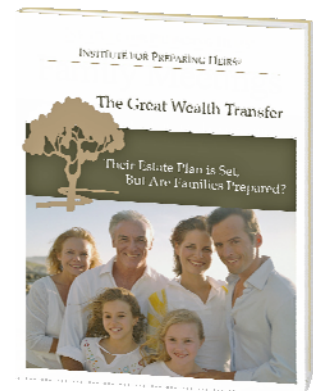
- Tailored to your timeframe, training objectives and audience level of knowledge on the topic
- Typically one-hour in length which includes time for questions
- Easily adapts to a webinar
- CFP and IMCA continuing education credit available

### Our Speakers

Our speakers are industry leaders and experts in non-financial matters that impact successful wealth transfer in the era of what we refer to as, *The Great Wealth Transfer*. Speakers include the author of the highly acclaimed books, *Preparing Heirs*; *Philanthropy, Heirs & Values*; and *Family Meetings*.

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

Advisors who attend a presentation receive our 32-page *The Great Wealth Transfer* workbook with key take-aways along with exercises for the advisor to begin to apply the new learning. Advisors in attendance also receive access to family tools discussed in the presentation for a three-month period at no charge.



### Speaking Costs:

- **Keynote:** \$7,500 (excluding speaker travel), includes 50 workbooks; additional workbooks may be purchased for \$20 each (excluding shipping)
- **Break-out or Panel Session:** \$5,750 (excluding speaker travel), includes 50 workbooks, additional workbooks may be purchased for \$20 each (excluding shipping)
- **Webinar:** \$3,000, participants may download a pdf of the workbook, printed workbooks may be purchased for \$20 each (excluding shipping)



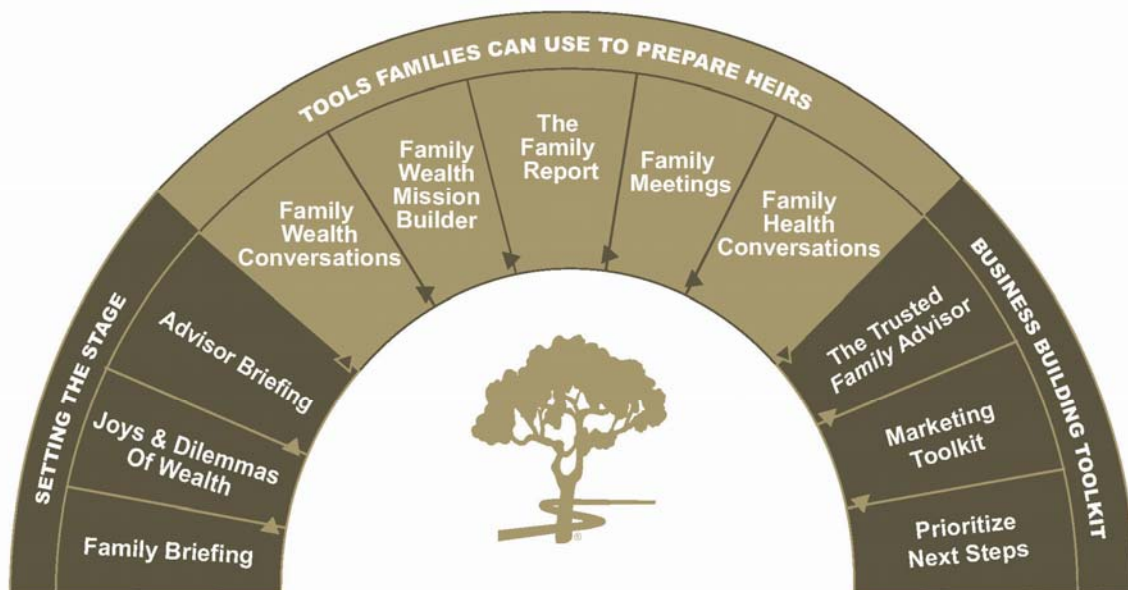
## HOW FIRMS ENGAGE US— Training Your Top-Tier Advisors

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

– Carroll J., Senior Wealth Advisor

### Our Hallmark 2-Day Training

*Going Beyond The Money—Learning To Build Lasting Relationships With  
Generational Families*



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

Our training focuses entirely on non-financial wealth transfer topics that serve as the new priorities for wealth advisors to take their practices to the next level of trusted *family* advisor. 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
- **Acquire new affluent individuals and 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
- **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

## What Advisors Can Do After Training

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 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 the trusted *family* advisor.

## Value Proposition To Your Company

The cost of our training is small compared to the cost to replace lost clients or attract new clients. For example, assuming that an investable estate of \$10 million for one family generates \$50,000 in annual fees. Compare that loss to the cost of our training. Your firm's ROI for the cost of training one advisor is potentially 14x. This represents just one account for one year!

## Training Cost

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.



## 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 (and shopping cart) access to:

- Collection of Institute for Preparing Heirs books
- Other topical books at a discount with custom advisor book labels
- Whitepapers and articles
- Family Wealth Conversations Checklist
- Guidebook To Family Wealth Conversations
- 24Q Survey & Family Report automated assessment tool
- Series of business-building PowerPoint Presentations with scripts
- 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

