

Connecting With the Next Generation of Wealth

Learn how to retain heirs as clients with the Family Love Letter

CONSIDER THESE STATISTICS:

\$84tn

will move between generations within 25 years¹

70%

of U.S. affluent household investable assets are controlled by baby boomers²

80%

of heirs fire their parents' financial advisor after they receive an inheritance³

The **Family Love Letter**[®] is an intergenerational wealth transfer program designed to help your clients in what is often a time of confusion.

What is the Family Love Letter?

- A roadmap that employs a “storytelling” process to gather pertinent information
- Facilitates conversations with the next generation about difficult/uncomfortable topics
- Gift of information encompassing stories, hopes and desires in the event of incapacity or loss
- Seeks to minimize the types of inadvertent mistakes that often occur during times of turmoil

What are the benefits of hosting a Family Love Letter event?

- Opens the door to broach a difficult topic with clients and prospects
- Positions you as the family's primary advisor
- Brings the spouse, who is often the family's emotional gatekeeper, and heirs into the conversation
- Builds alliances with attorneys, CPAs and other centers of influence
- Helps identify “gaps” in family plans and communication, creating an opportunity for follow-up meetings

How do our teams work together?

- Neuberger Berman will guide you from start to finish in hosting a live or virtual event
- A Neuberger Berman Advisor Institute (NBAI) speaker will introduce the program, sharing real stories from a variety of life stages while engaging audience participation
- At the close of the event, NBAI will create a call to action directing the audience back to you and your team

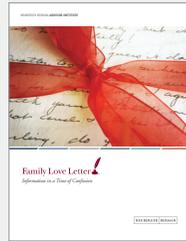
Over the years, Family Love Letter has been lauded in *The Wall Street Journal*, *Medical Economics*, *Redbook* and *CNBC*. The resource is available in hard copy and single-use thumb drive.

Program Components

Best Practices
Brochure



Family Love Letter
Workbook

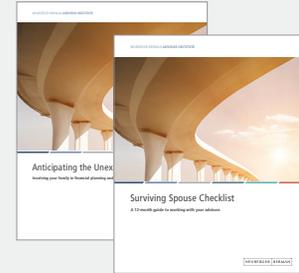


Supplemental Resources

Life Events
Checklist



Anticipating the Unexpected &
Surviving Spouse Checklist



Examples of successful event concepts:

- Private client dinners with multiple households
- Foundation board meetings or planned giving seminars
- Virtual presentations with multiple generations
- Senior living community events

Advisor feedback

- “Creates sticky, multigenerational assets.”
- “Clients think of me in a different light—more than just a financial advisor.”
- “It’s an active tool well beyond estate planning.”
- “Unique idea, homerun referral program.”
- “It’s not the workbook that has the value—it’s the process of how you do it.”

Neuberger Berman Advisor Institute

Building a better advisory practice is an evolving mission. It demands time, discipline and a desire to continually reach your clients with meaningful, relevant information. The Neuberger Berman Advisor Institute (NBAI) works hand-in-hand with many of the nation’s leading advisory groups to deliver effective practice management solutions. Whether you are looking for a one-time consulting session or to develop a series of meetings, NBAI can work with you to develop a customized plan to meet your needs.

Management Team



Cheri Brooks
Managing Director,
Head of Neuberger Berman
Advisor Institute



Karen Drancik
Senior Vice President,
Senior Consultant

FOR MORE INFORMATION, PLEASE CONTACT YOUR NEUBERGER BERMAN REPRESENTATIVE

Call: 877.628.2583 | Email: advisor@nb.com | Visit: www.nb.com

¹ “Cerulli Anticipates \$84 Trillion in Wealth Transfers Through 2045”, Cerulli Associates, January 20, 2022.

² Pooneh Baghai, Olivia Howard, Lakshmi Prakash and Jill Zucker, “Women as the next wave of growth in US wealth management”, McKinsey & Company, July 2020.

³ Osterlalnd, Andrew “What the coming \$68 Tillion Great Wealth Transfer means for financial advisors”, CNBC Financial Advisor 101, October 21, 2019.

Family Love Letter® is a registered trademark of Family Love Letter, LLC, and has been licensed for use by Neuberger Berman Group LLC. For complete information on Family Love Letter, please visit www.familyloveletter.com.

This material is provided for informational purposes only and nothing herein constitutes investment, legal, accounting or tax advice, or recommendation to buy, sell or hold a security. Information is obtained from sources deemed reliable, but there is no representation or warranty as to its accuracy, completeness or reliability. All information is current as of the date of this material and is subject to change without notice. Any views or opinions expressed may not reflect those of the firm as a whole. Neuberger Berman products and services may not be available in all jurisdictions or to all client types.

Neuberger Berman Investment Advisers LLC is a registered investment adviser. The “Neuberger Berman” name and logo are registered service marks of Neuberger Berman Group LLC.