

# ZERO TO ONE MOMENT

Entrepreneur Case Study



## CLIENT CHARACTERISTICS

- **Assets:** \$6 million in cash, \$12 million equity in private business, \$300,000 in combined retirement accounts, own primary residence
- **Interests:** Create structure and peace of mind through estate and insurance planning, upsize from their current home, and implement investment strategy.

Sam and Dana understandably had their hands full after becoming new parents and Sam's successful sale of a private business he co-founded. In their early 30s and without an estate plan or life insurance, Sam and Dana were in need of a strategy and structure to help protect and grow their wealth. The business had been acquired by a reputable venture firm before we were introduced to the family, and Sam decided to remain in a leadership role in the acquiring firm.

In this moment of rapid change, we assumed the role of quarterback, educator and advisor for the family by facilitating introductions to outside advisors, guiding life insurance discussions and implementing a long-term investment plan. With a holistic view and touchpoint for every aspect of Sam and Dana's financial lives, we provided clarity and comfort around their specific challenges, allowing them to spend more time thinking about what they would like to achieve next.



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## SOLUTIONS

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**Estate and Insurance Planning** | We started with the basics of estate planning education by reviewing what we believe is most important for a young family. We helped map out the beginnings of an estate plan with the understanding that complexity may be added down the road as Sam and Dana's situation evolves. We explored creating an irrevocable life insurance trust to own the new term policies.

**Investment Strategy** | We created and began to implement an investment plan for the overall portfolio that included Sam's 401(k). To reduce the amount of accounts to track, we consolidated former 401(k)s into rollover IRAs and integrated the investment approach with the taxable portfolio. In anticipation of a future home purchase, we created the beginnings of a budget to help consider the affordability of a desired new home.

**Relationships with Outside Advisors** | We introduced the family to a local and compatible trust and estate attorney, an insurance agent, and an accounting firm, all to put into effect the overall strategy we devised for the family. We serve as a sounding board for the family and position ourselves squarely at the intersection of all outside advisors.