

# It's a family affair

How one family brought their Financial Coach and Financial Advisor together to optimize outcomes.

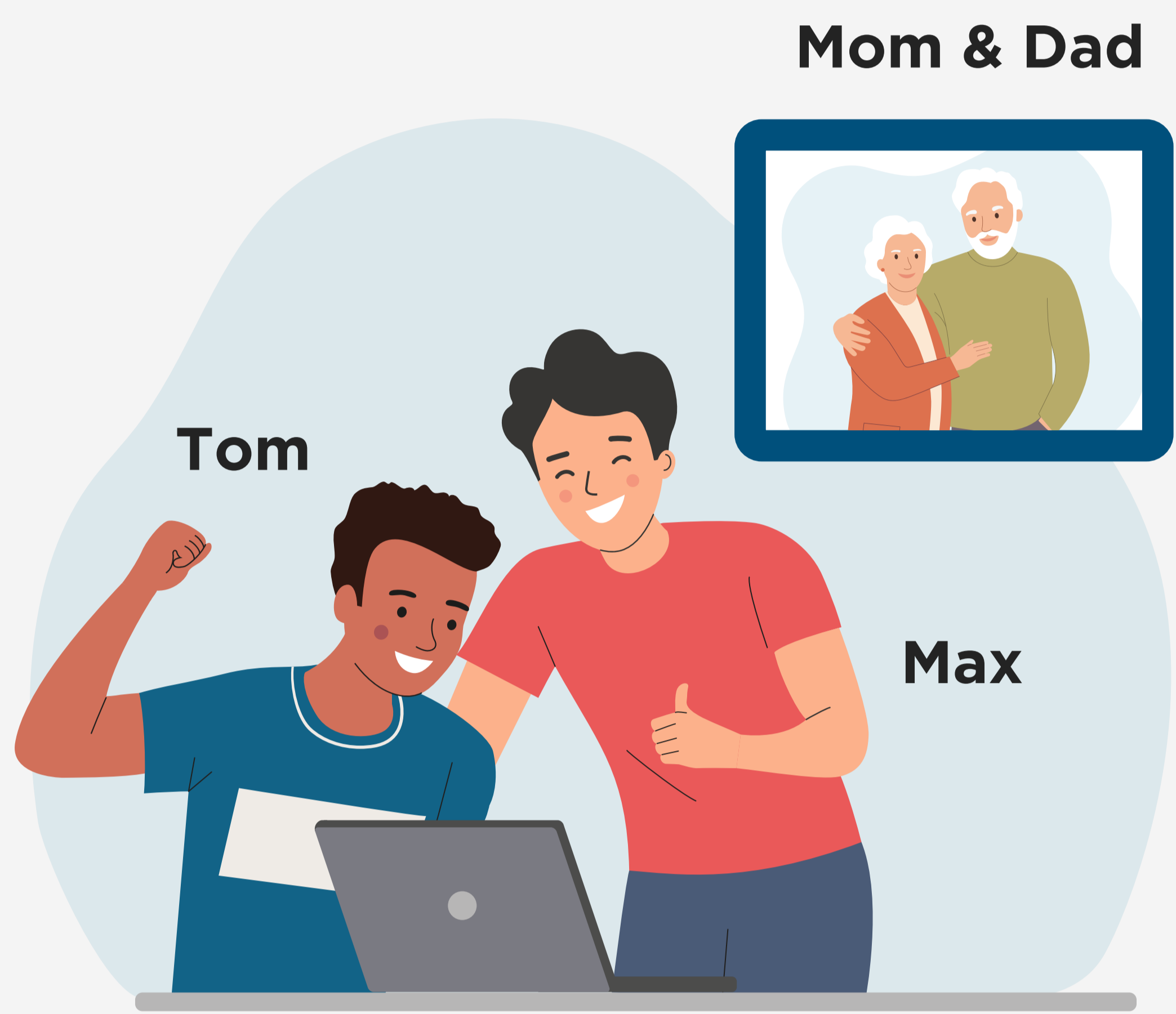
## Step 1

For over a year and a half, Tom has used his financial wellness benefit to work with Julie, his Financial Coach, on everything from retirement and estate planning to saving for his children's education.



## Step 2

Tom and his brother Max jointly co-manage their parent's finances. With several fixed annuities coming out of surrender, they wanted to run their Financial Advisor's suggestions past an unbiased Financial Coach.

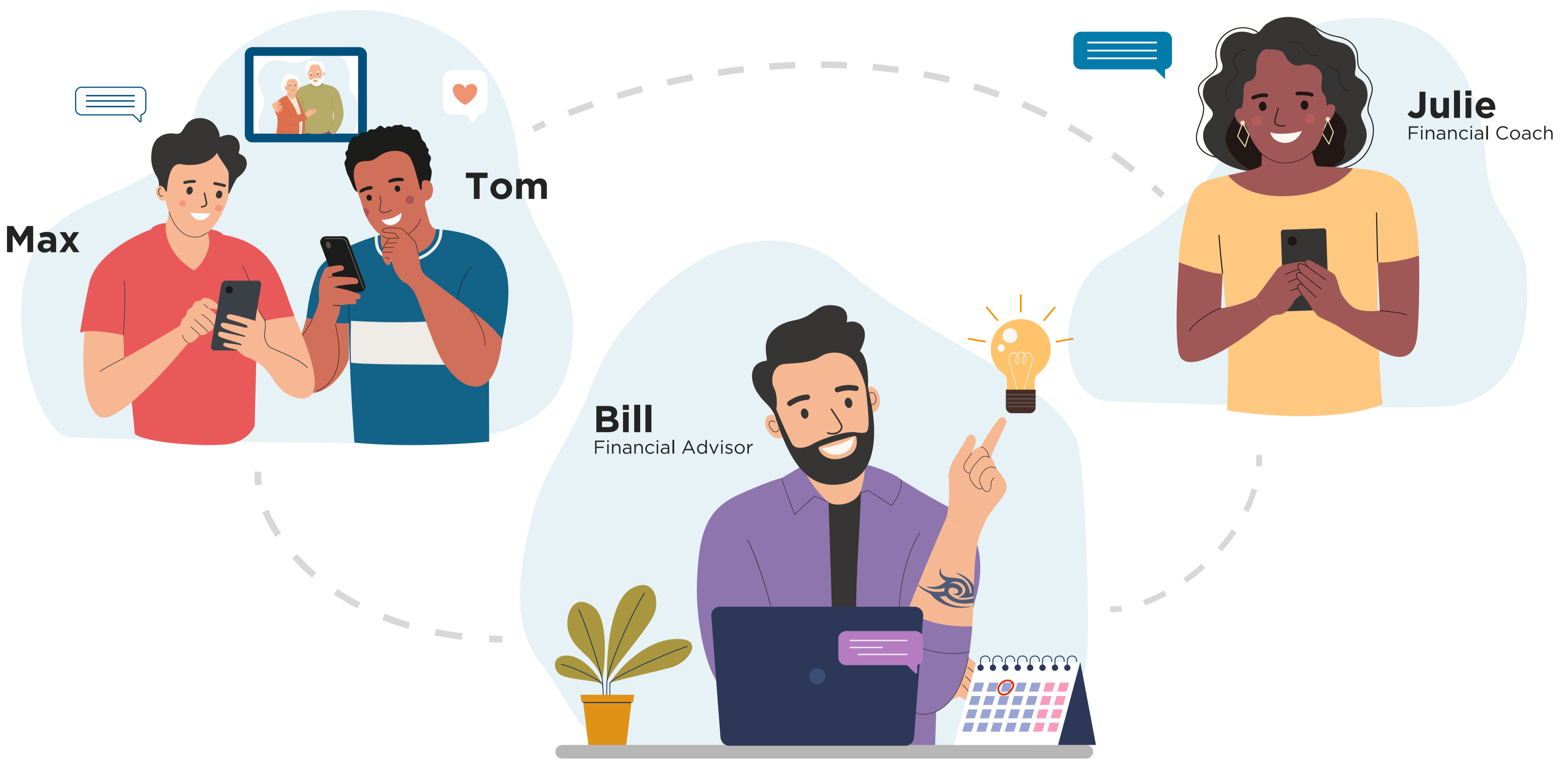


Tom introduced Max to Julie, and all three had a call.

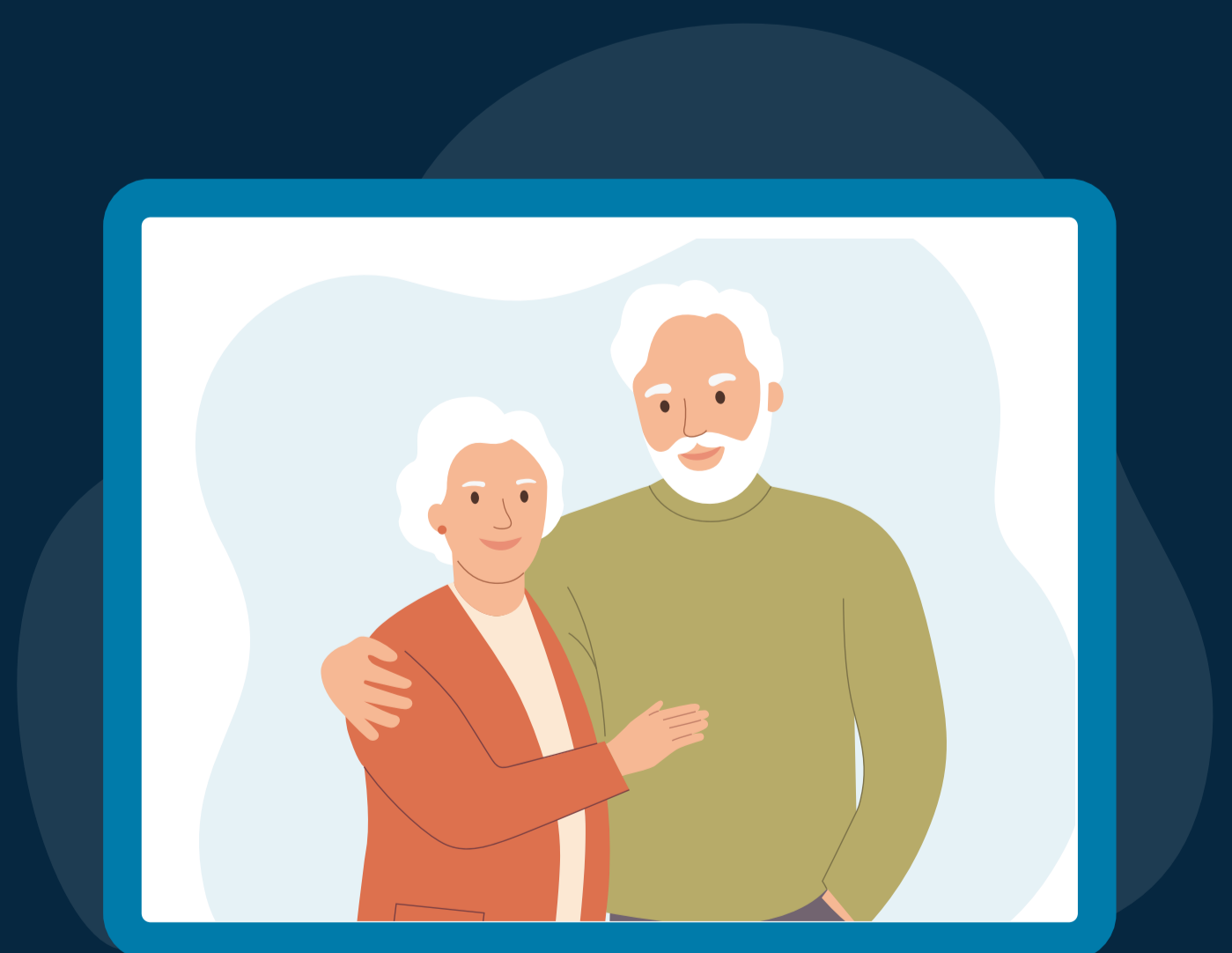
It turns out Julie agreed with their Advisor's annuity strategy. She also raised the possibility of converting their parents' traditional IRAs to a Roth IRA to save on taxes when passing down the account and utilizing Qualified Charitable Distributions to help them give more efficiently.

## Step 3

Tom and Max asked Julie to join them on a call with their parent's Financial Advisor, Bill, to talk things through. The four had a call, and Julie and Bill agreed it would be a good idea to implement the two tax-saving strategies she had raised. During the call, additional annuities were discovered, and Bill proposed a way to optimize their returns.



## Results



### Brothers Tom & Max

- Peace of mind
- Improved inheritance plan

### Mom & Dad

- More tax efficient estate
- Optimized annuities

### Julie and Bill

- Both were able to play to their strengths
- Bill captured additional assets to manage and built his relationship with the brothers, who will be inheriting their parent's assets at some point