

THE BILLIONAIRE MONEY RULES

HOW TO JOIN THE RANKS OF THE SELF-MADE SUPER RICH



The Right Advisors

BEWARE THE PRETENDERS AND PREDATORS

On your journey toward serious wealth, you more than likely want to spend your time, expertise and energy where you generate your wealth and not trying to become an ace investor and wealth manager. Relying on talented financial professions just makes good sense.

However, many people are not getting the highest quality advice that they need to maximize their ability to attain the level of serious wealth they seek. In fact, our research with successful business owners has found that four out of five of them have hired less-than-capable advisors.

The good news: Finding the right help doesn't have to be an endeavor.

Start by knowing the traps to avoid. One of the biggest obstacles you face is working with either of two types of advisors you want to avoid at all costs: Pretenders and Predators.

Pretenders are advisors who do not serve their clients well due to incompetence, or who have good intentions but limited expertise. They may want to do a sensational job for their clients, but they are just not capable.

Predators, in contrast, are intent on financially exploiting people. A whole range of Predators look to manipulate other people—particularly accomplished, affluent individuals and their families. There is no mistaking Predators—but many times that recognition comes only in hindsight.

So how do you avoid Pretenders and Predators—and find the type of financial guidance that will position you to achieve your most important goals?

Ultimately, you should probably be seeking an elite wealth manager. These professionals are fundamentally different from the investment advisors and financial advisors that many people work with.

The biggest difference? Elite wealth managers take a truly holistic financial approach to helping their clients. This requires a comprehensive client evaluation process that includes not just your finances, but your most important values, goals and relationships.

Elite wealth managers offer investment management, but also go much further by providing sophisticated planning capabilities in areas such as these:

- Increasing the value of your business
- Mitigating your taxes
- Taking care of your heirs
- Protecting your assets from litigation and divorce
- Magnifying your charitable giving

As you implement the Billionaire Money Rules to achieve your financial goals, ask yourself a key question: Are you getting the type of help you need—and deserve—from your current advisor or advisors?

- Does your advisor offer state-of-the-art solutions to address your entire financial situation? Or is he or she more of a glorified order taker focused only on investments?
- What kind of results has your advisor delivered? Do they meet your expectations and your needs based on where you want to go financially?
- Is your advisor proactive—does he or she make you aware of sophisticated solutions that might benefit you, without you having to ask first?



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- Do you have a feeling that you might be getting shortchanged by your financial advisor and could find better advice more tailored to you elsewhere?

Your answers to these questions may well reveal a need to seek out a second opinion about your financial situation—and how well it's being addressed currently. A comprehensive review of where you are today, where you want to be and the gaps between may indicate that it's time to find the expertise that will truly add value to your life and the lives of those you care about most.

If so, we encourage you to contact the BSW Inner Circle Concierge Desk at 866-665-7823 or Concierge@BSWInnerCircle.com. Our team will conduct a brief discovery meeting with you to determine where you are now financially, where you want to go and any gaps that must be closed to get you there. Based on those findings, we will introduce you to a vetted wealth manager who can conduct a second opinion review of your current financial situation to determine if you are on track.

