

ACCELERATING ENTREPRENEURIAL SUCCESS



BECOMING SERIOUSLY WEALTHY™

**HOW TO HARNESS THE STRATEGIES OF
THE SUPER RICH AND ULTRA-WEALTHY
BUSINESS OWNERS**

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How to Harness the Strategies
of the Super Rich and Ultra-Wealthy
Business Owners

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Becoming Seriously Wealthy

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To Jerry & Sandi

A new chapter in a great story

Love, Russ



To all who made it possible:

Business owners who seek to build great lives for their families by making a huge difference;

Our corporate and coaching clients, who taught me what truly works;

My teammates at CEG Worldwide and AES Nation, who brought it all together;

And my wife, Jeanne, and our family, who make it all worthwhile.

– John



Table of Contents

Chapter 1	Unlock the Personal Wealth-Building Strategies of the Super Rich: Why You <i>Need</i> to Read this Book	1
Chapter 2	Why We Are So Passionate About Helping You Become Seriously Wealthy.....	9
Chapter 3	Why Being Seriously Wealthy Matters.....	21
Chapter 4	Maximizing Personal Wealth: The Key to Serious Wealth.....	31
Chapter 5	Why It's So Hard to Become Seriously Wealthy.....	39
Chapter 6	Wealth Management: The Right Financial Framework for Creating Serious Wealth.....	45
Chapter 7	All for One: The Importance of Having the Right Wealth Management Team.....	59
Chapter 8	Super Rich Solutions for Reducing Your Taxes on Your Investments	67
Chapter 9	Super Rich Solutions for Planning Your Retirement ...	75
Chapter 10	Super Rich Solutions for Transferring Wealth to Family and Loved Ones	85
Chapter 11	Super Rich Solutions for Protecting and Safeguarding Your Wealth	97
Chapter 12	Super Rich Solutions for Tax-Wise Charitable Planning.....	109
Chapter 13	Caveat Emptor: Avoiding Financial Pretenders and Predators.....	121
Chapter 14	The Power of Getting a Second Opinion About Your Finances.....	139
Chapter 15	Finding the Right Wealth Manager.....	151
Chapter 16	Once You're Seriously Wealthy: The Family Office for Successful Business Owners.....	161
Conclusion	Where Will You Go from Here?	173



CHAPTER 1

Unlock the Personal Wealth-Building Strategies of the Super Rich: Why You *Need* to Read this Book

As a successful business owner, you have worked hard to build your company. As part of that journey, you have created significant wealth and value—for yourself, your family, your employees and team members, and even the economy. Your entrepreneurial drive has propelled you to heights that most others dream of.

But here's the thing: You're not even close to done.

You want to build on your impressive success so far and create even more wealth and value going forward. Why wouldn't you? It's part of your entrepreneurial DNA to keep pushing and striving to build. Is it greed—a simple, self-centered desire to possess more and more—that drives you to build your wealth?

No way!

What we have learned from accomplished business owners like you is that you want to grow your wealth substantially and achieve goals that are deeply meaningful to you. Those goals include:

- Taking care of your family and other loved ones
- Supporting the causes you care about
- Having a meaningful impact on society
- Changing the world for the better

But here's a fact: You have told us that to get there, you need *serious* wealth. And that's why we wrote this book—to **give you the understanding and perspectives you need to *become seriously wealthy*** so you can realize all the goals you have for yourself, your family, your community and the world.

(Spoiler alert: Building serious wealth can take a lot more than just building a great business. You likely also need a whole different focus—supported by the types of expertise and other resources used by today's Super Rich, who are people with a net worth of \$500 million or more—to get there. For details, keep reading.)

The surprising risk you face on your path to serious wealth

As a successful entrepreneur, you spend the bulk of your time and energy exactly where it should be spent: building your business to create tremendous value for yourself and those who are key to your success. In this epic entrepreneurial struggle, you do all that is noble and necessary to heed the calling of your passion.

As a result, you seek out and rely on trusted professionals—wealth managers, accountants, attorneys, coaches and others—for help and guidance with your financial matters and concerns. Indeed, once you have personal financial assets outside of your business in excess of \$1 million, you may very likely need to bring these types of professionals into your life because of the rising complexity and number of financial “moving parts” that often accompany this level of wealth.

We applaud you for making the decision to delegate matters concerning your investments, taxes and other issues to the pros. The best use of your time and energy is most probably building a great enterprise—not developing tax plans or poring over investment prospectuses. By working with high-caliber professionals, you keep your focus on creating value, creating jobs and improving your life and the lives of those around you.

Unfortunately, there is a big problem—one you may not even realize you have: If you're like most successful business owners today, you are probably not getting the financial advice you need to achieve some of your biggest, most meaningful goals in life. As a result, you are not on the path to building serious wealth.

The reason: The vast majority of professionals, including financial advisors, do not provide the strategies and products that are necessary for successful business owners like you to become seriously wealthy and achieve those key financial goals you have for yourself and family, your community and the world at large.

Let's be clear: This does not make these various advisors bad or malicious people. Chances are, they are doing the very best they can. But as a successful business owner, you may very likely eventually reach a point where your financial needs and concerns outgrow the advice that you currently receive—as well as the professionals giving you that advice. When that happens, you'll find yourself getting financial advice from people who simply don't have the knowledge or skills needed to adequately meet your diverse, often complex needs and goals.

You see, as your wealth grows, the complexity of your financial situation likely will increase—as will the number of possibilities available to you. Eventually, you will get advice that no longer serves your best interests.

Together, for a combined 72 years, we have worked with and studied thousands of financial advisors and wealthy families, including the Super Rich. And we have seen this occur again and again.

We don't want it to happen to you. Instead, we want you to become seriously wealthy so you can use that wealth to have a huge impact.

Super Rich Solutions

So what, exactly, does it take to become seriously wealthy? We thought you'd never ask!

Our research and experience point to overwhelming evidence that successful business owners seeking to become seriously wealthy often need to look *beyond* just their companies, and to focus also on how they build, manage and maximize their personal wealth—the assets they have *outside* of their enterprises. This doesn't mean they should stop focusing their efforts on their businesses. They certainly should focus on the engine that creates the wealth. But many times it is necessary to look outside their companies, as well as to look at how to use wealth management strategies and products in their personal situations and their businesses, to become seriously wealthy.

Maximizing personal wealth is the key ingredient that's missing in so many entrepreneurs' recipe for serious wealth and success.

How do we know? We went right to the top and asked the wealthiest Americans—the **self-made Super Rich**—how they achieved their tremendous financial success.

The Super Rich are individuals and families with \$500 million or more of net worth.

This level of wealth—\$500 million or more of net worth—gives the self-made Super Rich practically unlimited wealth management resources and unlimited access to top talent. Who better to look to for answers about building

serious wealth? After all, this is the demographic that many business owners aspire to be a part of. And clearly, the self-made Super Rich have made a series of smart decisions that have enabled them to reach such rarified heights.

Our efforts revealed four key fundamental characteristics of the Super Rich:

1. The majority of the Super Rich are (or once were) business owners. Entrepreneurship is the foundation of their tremendous financial success.
2. The Super Rich place tremendous importance on managing their personal wealth. They build on their entrepreneurial accomplishments by engaging in highly effective personal wealth management practices.
3. The Super Rich utilize advanced strategies, products, tools and resources to become seriously wealthy that the vast majority of financial advisors and other professionals do not use—and are not even aware of, in many cases.
4. The Super Rich are focused on working with the highest-caliber professionals, such as leading wealth managers and tax specialists. They are very discerning when it comes to these professionals and will often obtain second opinions to ensure they are making the best decisions.

In this book, we will reveal some extremely impactful wealth management strategies and products used by many of the Super Rich as well as by ultra-wealthy business owners to maximize their own personal wealth. We refer to these wealth management strategies and products as Super Rich Solutions. These include solutions to:

- Grow your personal wealth significantly by putting away substantial amounts of money that grow tax-deferred (e.g., benefit-focused qualified retirement plans)
- Minimize your investment-based tax liabilities (e.g., private placement life insurance)

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- Transfer your wealth effectively to loved ones (e.g., using trusts to freeze the estate value of assets)
- Protect your wealth from being taken from you unjustly (e.g., asset protection planning, including through captive insurance companies)
- Leverage your wealth to make a difference in the lives of others in your community and even around the globe (e.g., charitable trusts and private foundations)

But we will also go one big step further: This book will show you how you can potentially identify the professionals who can deliver these same Super Rich Solutions into your financial life so that you, too, can accelerate your already-impressive success, maximize your personal wealth and potentially become seriously wealthy.

Keep in mind that nothing about the insights and information in this book is theoretical or academic. Each of the strategies and products you will read about is being used by the Super Rich or by ultra-wealthy business owners (and those fast-tracking to Super Rich stature) around the world to build, enhance, protect and maximize their personal wealth. For each Super Rich solution, we will use case studies to highlight the hugely positive impact it can have in your own financial life.

Maximizing your personal wealth will give you the freedom and options you require to pursue all that you want from your life. But it will also provide you with something else that is hugely valuable to you as a business owner: a safety net.

Let's face it: We all encounter major challenges at some point. *No one* gets out of life unscarred. Having significant personal wealth outside of your company means that when your business hits rough weather—and chances are, it will at some point—you will be financially well-prepared to sail through that storm and come out the other side in great shape. Your personal wealth can

even help you take advantage of downturns, by giving you financial flexibility to capture opportunities during those tough times when others are stuck in place and just getting by.

Do not go it alone

This is *NOT* a how-to-do-it-yourself book on personal wealth building. Remember that the best use of your time and energy is likely focusing on growing a hugely successful company—not becoming an expert on all the aspects of the financial solutions of the Super Rich. The number of hours you would need to learn how to implement the strategies and products identified in this book and manage them continuously would be massive—and probably a massive distraction from what you should likely be doing to build wealth: managing and growing your business.

With that in mind, we devote much of this book to helping you find the types of professionals who deeply understand the powerful personal-wealth-maximization strategies and products used by the Super Rich and by ultra-wealthy business owners, *and* who use them with their own clients every day.

Just as important, we also reveal how to spot and avoid the biggest threats you likely face in building massive personal wealth: Pretenders and Predators.

- **Pretenders** are the “advisors” out there who will do a true disservice to you by claiming to possess advanced, Super Rich-solution-level skills and knowledge that they simply cannot and do not deliver in reality. These are not bad people. They just lack the expertise and proficiencies you need to become seriously wealthy. What is very telling is that they don’t know their limitations.
- **Predators** are, quite simply, criminals. They are con artists and hustlers intent on using guile and deceit to separate you from your money. As you become increasingly wealthy, you also become an increasingly appealing target to these financial pillagers.

By understanding how to better spot Pretenders and Predators, you will be better able to avoid the trap of working with the wrong professionals. Armed with the information in this book, you will become more adept at sidestepping those advisors who are incapable, at best, and immoral, at worst—and instead locating and partnering with truly high-caliber professionals, such as talented wealth managers, who work in your best interests at all times.

We care deeply about helping business owners build serious wealth outside of their companies so they can achieve all that is truly important to them. To learn why, we invite you to read our personal stories in the next chapter. It is our mission to serve successful people just like you. The best way we know how to do that is to show you some of the more appropriate wealth-building solutions of the self-made Super Rich and ultra-wealthy business owners that can accelerate your own personal wealth—and to help you identify and find the professionals who can give you the insights and tools for success at every step.