



July 9th, 2023

Hello First name / friend,

Most financial advice for wealthy families centers on basic topics like tax planning or investment diversification. Today I'm focusing on 7 less commonly discussed obstacles to success that I've seen in my 21 years of working with people like you:

1. The Illusion of Infinite Resources: In the world of abundant wealth, it's easy to fall prey to the illusion that your resources are infinite. This can lead to over-investment in risky ventures (like start up companies), a lack of budgeting, and potentially squandering your wealth over time.

2. Wealth Succession & Family Dynamics: Crafting a succession plan isn't merely about creating a living trust or a will. It also involves the complexities of family dynamics and relationships. Ensuring an orderly transition of money or business assets, while maintaining harmony in your family, is not an easy task.

3. Maintaining Privacy: High net worth families are often targets of online scrutiny and potential cyber attacks. Establishing effective privacy safeguards is important, especially when it's well known that your family is well off.

4. The Burden of Philanthropy: While giving back is a noble pursuit, it can become an overwhelming obligation. Balancing personal wealth, family needs, and philanthropic expectations can be a significant challenge. You're often the first call when charities or groups want to raise money (or when extended family wants to "borrow" it).

5. Understanding and Navigating Global Markets: As an affluent investor, the world is your financial oyster. This presents a unique problem - understanding and navigating global markets. It's both time-consuming and complex, especially if you don't have a professional team of experts in your corner.

6. Legacy Pressure: Crafting and managing the legacy for future generations can become a point of contention in your family. It can easily divide family members who've got very different opinions about how to use money in your family.

7. Health and Wellness: Physical and mental health often takes a backseat for successful entrepreneurs. The constant stress and focus on wealth creation and running your business can have detrimental health impacts over time, that will eventually catch up with you.

Remember, recognizing potential obstacles is the first step towards overcoming them. Use a mindful approach towards your wealth and life. By facing these challenges head-on, we can ensure our wealth serves us, not the other way around. You're the master of your wealth. All of these obstacles and distractions can be overcome.

If you'd like to discuss any of these 7 in more detail, [click here](#) to speak with our [PACIFIC CAPITAL](#) team!

Have a great week ahead!

Ps. Here are 12 top "[Safety Trips for International Travel](#)" since it's summertime and I know a lot of you are traveling!

Sincerely,



SCHEDULE A CALL

REFER SOMEONE

