



## **Family Net Worth™ Wealthy and Wise®**

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### **Family Net Worth**

The combined net worth of more than one generation (i.e., a family group) is not historically associated with wealth management and estate planning. It is an important concept when assessing the short-, mid-, and long-term potential of wealth accumulation and asset transfer. It has a particular application when a significant portion of the parents' wealth is passed to children during the lives of the parents.

The reduction in net worth of the parents caused by such transfers is much better evaluated in the context of overall, multi-generational, Family Net Worth. This is particularly important on an ongoing basis when considering changes to assets or the addition of new financial strategies. Equally critical is establishing the best order of asset allocation for desired cash flow distributions in order to maximize the overall accumulation of family wealth.

### **Wealthy and Wise**

This is InsMark's wealth planning system that is uniquely suited to gauge the effectiveness of changes to the makeup of Family Net Worth. The recent 13.0 enhancement to Wealthy and Wise adds Family Net Worth to its comparative analytics.