

WEALTH MANAGEMENT FOR PRIVATE BANKERS I & II

COURSES



LOCATIONS



Myrtle Beach, SC

Curriculum

WEALTH MANAGEMENT FOR PRIVATE BANKERS I

Investments

Investment Economics
Equity Styles
Income Producing Securities
Analyzing Mutual Funds & Separately Managed Accounts
Asset Allocation
Investment Case Study/Workshop
Articulating the Investment Management Process

Credit Management for Affluent Clients

Balance Sheet /Income Statement Analysis
Affluent Market Special Leverage Issues
Creative Funding Vehicles
Case Analysis/Workshop

Compensatory Stock Options

Types of Option Plans
Exercising Options
Income Tax/AMT Implications

Wealth Transfer and Estate Planning

Transfer Taxation
Property Ownership Rules
The Use of Wills and Revocable Living Trusts
The A-B Trust Concept for Married Couples

The Relationship Management and Sales Process

Client Segmentation
Client Visits for Retention
Client Visits for Expansion
Prospecting for New Clients
Interviewing
Analyzing Client/Prospect Data
Presentation Strategies

Case Analysis & Interviewing Techniques

WEALTH MANAGEMENT FOR PRIVATE BANKERS II

Qualified Retirement Plans & IRAs

Distribution and Rollover Options
Coordinating the IRA with the Estate Plan
IRA Beneficiary Distribution Planning

Insurance Issues for Wealthy Clients

Life Insurance Strategies
Disability - Cash Flow & Business Valuation Protection
Long-Term Care Risks of Wealthy Clients
Liability Risk Management

Business Succession Planning

Timing Issues
Transferee Issues
Techniques & Strategies

Non-Qualified Retirement Plans

Deferred Compensation Rules
Insurance Funded Plans
Un-Funded Plans

Like - Kind Property Exchanges

Transferring Family Business Interests

Case Study examining the use of debt, the tax implications and overall estate planning impact
Emphasis is placed on examining alternatives

Creating Gifting Strategy for Children/Descendants and Others

Charitable Gifting Programs

Tax Deduction Issues
Direct Gifts
Control Gifting

Coordinating the Family Wealth Management Plan

Case Study in positioning the bankers to coordinate the wealth management plan
Concludes with overall presentation and defense of planning ideas

Advance Skills Including Non-Verbal Skills

Positioning and Conducting Successful Presentations

At Cannon, we recognize the special requirements of broad financial services knowledge and relationship management skills for those individuals charged with responsibilities in Wealth Management/Private Banking. Drawing on over forty years experience of practical financial training, we have designed the ideal two-

course program encompassing the latest developments in Wealth Management for Private Bankers, which will benefit experienced Wealth Managers as well as those who are new to this emerging growth area of the financial services industry.

Who Should Attend

- Private Banking/Wealth Management Officers
- Private Banking/Wealth Management Managers
- Senior Personal Trust, Retail or Commercial Banking Managers
- Fulltime Sales Officers

Key Benefits

- Participants leave with top-line and timely wealth management knowledge and information, enhanced business development skills and a personalized 15-day action plan for immediate use upon returning to their institutions
- Participants become part of a network of individuals and faculty with private banking responsibilities that will benefit them for years to come
- The latest marketplace developments in wealth management/private banking from service to organizational structure and delivery will be covered and discussed in a format which will enable the student to apply this new information to his or her environment

Class Schedule

Registration and orientation take place on Sunday afternoon and class begins on Monday at 8:00 AM. Both I & II are one-week sessions that close on Friday at 3:00 PM. Attendance is mandatory at all sessions.

Faculty

David C. Bell

Executive Vice President
Cannon Financial Institute
Athens, GA

Lawrence T. Divers

Executive Vice President
Cannon Financial Institute
Athens, GA