

BERKSHIRE ASSET MANAGEMENT

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1) About 70% of widows fire their advisors within a year of their husband's death, according to many studies.*

Best practice? Simple: Keep both spouses involved in planning/investment process.

2) About 86% of heirs intend to fire their parents' advisors after they inherit the money.**

Best practice? More complicated but: form relationships early, demonstrate value, quantify how you've helped parents, perhaps opening accounts for kids that may be below your minimum.

Of course this is not 'rocket science' but the data shows advisors are missing **something**. Simple steps now can help you from having to scramble later to replace the revenue. Foretold is forewarned!

*Investment News: "Don't Treat Wives like They're Invisible"

**Investment News: "Heirs Take Money and Run – From Financial Advisors"

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