NAIFA HNW Symposium

JUNE 26, 2025

Lesher Center for the Arts

1601 Civic Dr.

Walnut Creek, CA 94596

NAIFA GREATER BAY AREA

TIME	TOPIC/SPEAKER
8:30 am	**Opening, Registration & Breakfast**
9:00 – 9:30 am	**Welcome & Introductions**
9:30 – 10:15 am	**The Great Wealth Opportunity** The largest wealth transfer in history is happening now—are you prepared to capitalize on it? Today's high net worth clients expect a family office experience, even if they don't require the full suite of services. Your value proposition depends on the strength of your team and what you can truly deliver. In this session, you'll uncover what affluent clients are looking for, what they're actually receiving, and how you can immediately elevate your offering to create a family office-style experience that resonates with clients ranging from millionaires to billionaires.. *Sterling Moore, CEPA, CFS, Senior Vice President, CIBC Private Wealth*
10:15 – 11:00 am	**Tax-Efficient Diversification: Unlocking the Value of Concentrated Stock Positions** Tax considerations play a prominent role in most wealth management activities. Nearly half of high-net-worth investors are looking for proactive tax-planning support from their financial advisor. Phil talks through Tax Management Services and strategies that could potentially help your clients save money on their tax bills and position your practice as delivering comprehensive wealth solutions for High Net Worth clientele. *Phil Manning, Regional Director, AssetMark*
11:00 – 11:15 am	**Break**
11:15 – 12:00 pm	**Premium Finance: Managing Estate Taxes Through Leverage** Estate taxes can significantly erode generational wealth if not planned for properly. In this session, we'll explore how premium finance can be a powerful tool for high and ultra-high net worth clients to preserve liquidity and manage estate tax exposure—all while leveraging third-party capital. Learn how to identify the right client profiles, structure policies effectively, and present premium finance as a strategic solution for legacy planning. This is a must-attend session for advisors looking to bring advanced planning strategies to their most sophisticated clients. *Richard Lewis, Financial Advisor, Madan+Associates / MassMutual Northern California*
12:00 – 1:00 pm	**Accessing and Retaining Ultra-High Net Worth Clients** As a Financial Advisor or Insurance Agent, accessing, acquiring, and retaining ultra-high net worth clients can be a challenging but rewarding experience. These clients require a high level of service, expertise, and personalized attention. In this 10-step guide, Ray will walk you through the process of building relationships with ultra-high net worth clients, understanding their needs, and providing them with tailored solutions. By following these steps, you will be well on your way to establishing a strong reputation and building a loyal client base. *Ray LaDieu, CFP®, ChFC®, Senior Client Strategist, BNY Wealth*
1:00 pm	**Closing Remarks**

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