

HIGH NET WORTH BUSINESS – PART 1

Executive Summary

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KLJKHVW QXPEHU RI KLJK QHW ZRUWK
YLGXDOV DV ZHOO DV WKH KLJKHVW +
ZRUOG &KLQD KDV HPHUJHG DV WKH I
PDUNHW IRU +1: EXVLQHV V GULYHQ E
QHHGV IRU HVWDWH DQG OHJD\ SODQ
LQFRPH UHPDLQV WKH WRS VRXUFH RI
QHVH +1:,V ZKR DUH PRVW\ LQYHV
LQ RUGHU WR DYRLG ÀFWXDWLQJ UL
PDUNHWV 0DNLQJ WKH SURFHVV RI L
FOLHQWV DQG WKH OHJLWLPD\ RI WK
FLDO DQG DOO DSSOLFDWLQV QR F
ZLOO DQG DQ XOWUD KLJK QHW ZRUW
D SHUVRQ ZLWK D QHW ZRUWK RI DW
LQ ¿QDQFLDO DVVHWV H[FOXGLQJ SU
OHFWLEOHV DQG FRQVXPHU GXUDEOH
VHOI PDGH SURIHVVLRQDOV HQWUHS
ZKR LQKHULW ODUJH VXPV RI PRQH\
EHWZHHQ WKH DJHV RI DQG 7KH
RI NH\ RUJDQLJDWLQV WKDW VSHFL
ZRUWK PDUNHW LQFOXGLQJ EDQNV
DQFH FRPSDQLHV

Where are HNWIs?

[illegible]

.QRZLQJ ZKR WKH FOLHQWV DUH DQG WKH OHJLWLPDF\ RI
WKHLU ¿QDQFHV LV FUXFLDO 7KH SULPDU\ FRQFHUQ LV
WKDW LQGLYLGXDOV PLJKW WDNH RXW ODUJH VXP FRYHU IRU
IUDXGXOHQW SXUSRVHV LQFOXGLQJ PRQH\ ODXQGHULQJ
RU WD[HYDVLRQ ,W LV IUHTXHQWO\ GLI¿FXOW WR VRXUFH
UHOEDEOH ¿QDQFLDO HYLGHQFH RU WD[UHWXUQV IRU WKH VHOI
HPSOR\HG DQRWKHU SUREOHP LV REWDLQLQJ PHGLFDO
UHFRUGWRSHKHDOWK LVVXHV DPRQJ +1:,V LQFOXGH
QHFN GLVFRPIRUW LQGLJHVWLRQ PHPRU\ GHFOLQH IDWLJXH
DQG LQVRPQLD &KURQLF PHGLFDO FRQGLWLRQV LQFOXGH
UKHXPDWRLG DUWKULWLW GLDEHWHV DQG KLJK EORRG SUHV
VXUH +DOI RI +1:,V XQGHU VXIIHU IURP KHDOWK
LVVXHV ULVLQJ WR LQ WKRVH RYHU \HDUV ROG

\$Q\ ODUJH VXP DSSOLFDWLRQ UHTXLUHV WKLUG SDUW\ YHUL
 &FDWLRQ RI DFFRXQWV DQG &QDQFLDOV DQG H[FHSWLRQV
 VKRXOG QRW EH PDGH LQ ZDLYLQJ HLWKHU PHGLFDO RU
 &QDQFLDO UHTXLUHPHQWV IRU VXFK FRYHUV \$GGLWLRQDO
 +1: DSSOLFDWLRQ ULNVN LQFOXGH FXUUHQF\ ULNVN JHR
 SROLWLFDO ULNVN DQG XQGHUZULWLQJ WKH HOGHUO\ +1:,
 :KLOH QRW VSHFL&F WR WKH 86 +1: PDUNHW VWUDQJHU
 RULJLQDWHG OLIH LQVXUDQFH 672/, SROLFLHV DUH RI
 SDUWLFXODU FRQFHUQ JLYHQ WKH SRVLELOLW\ RI IUDXG RQ
 KLJK YDOXH SROLFLHV 7KHVH SROLFLHV DOVR FDOOHG 3GHDWK
 ERQGV FDQ EH VROG RQ WR LQYHVRUV DIWHU WKH FRQWHVW
 DELOLW\ SHULRG KDV H[SLUH +RZHYHU WKHUH LV VXEYH
 TXHQWO\ QR LQVXUDEOH LQWHUHVW DIWHU WKH SROLF\ LV VROG
 DQG WKH QHW ZRUWK RI WKH LQVXUH FRXOG EH IDOVL&HG LQ
 RUGHU WR MXVWL\ WKH KLJK VXP DVVXUH

7\SLFDOO\ FRQWHVWDEOH SHULRGV PHDQ LQVXUHUV FDQ RQO\
FRQWHVW D FODLP IRU PLVUHSUHVHQWDWLRQ GXULQJ VSHFL
¿HG SHULRGV ZKLFK QRUPDOO\ UDQJH EHWZHHQ DQG
\HDUV IURP SROLF\ FRPPHQFHPHQW \$IWHU WKLV SHULRG
FODLPV FDQ RQO\ EH FKDOOHQJHG IRU IUDXG &RQWHVWDELOLW\
SHULRGV RI OHVV WKDQ \HDUV FRXOG SRWHQWLDOO\ OHDG WR

Đ K E R P H A S K A D V A C L S V O S M H E R U C M P V A H U U V : Z K A P V A E A H P A p