



Story Capital is a Family Services Company, dedicated to the families of Senior Leaders who desire to coordinate, simplify, and consolidate life by acquiring proactive, creative, and comprehensive thinking around their personal circumstances.

### How Do You Work With Story Capital?

Two 2<sup>nd</sup> opinion opportunities are available without commitment to a long-term engagement:

1. Equity compensation strategy 2<sup>nd</sup> Opinion (flat fee of \$1,000).
  - **Gain actionable insight and confidence around equity management decisions. Story Capital has a system to proactively manage your strategy at no further cost for the entire 24-month engagement.**
  - Limited advanced information is required. The time commitment is a two-hour on campus meeting.
  - The flat fee is credited toward any future engagements.
2. Comprehensive 2<sup>nd</sup> opinion (flat fee of \$2,500).
  - **Gain actionable insight and confidence around all benefit elections, equity management, core estate planning, income tax coordination, portfolio concentration management and overall asset and risk allocation.**
  - A six-month engagement designed to deliver substantial value to our Executive clients across a broad array of topics (ask for our Foundation Module list of services).

### Why Consider Story Capital?

By maintaining an exclusive focus on Senior Leaders, the Story Team has acquired a masterful understanding of various local F500 compensation and benefit structures.

- The Story team has over two decades of experience working in the executive environment and has assisted with over 1,400 individual option exercise decisions.
- Professional designations held by the Story Capital Team are broad and consist of: Three JD, one former Arthur Andersen CPA, one MBA, three CLU, and one CFP candidate.
- Our out-of-network team collectively holds a vast array of professional designations and a diverse array of talent.

File #0500-2017

## Second Opinion Offering – Overview

### Foundation Module Summary

The Second Opinion Offering is a six-month engagement designed to deliver substantial value and perspective to our Executive clients, while allowing them to experience how the Story Capital team operates and to determine whether a long-term advising relationship is desirable.

A recurring theme with our clients is an unspoken feeling that they may have outgrown their existing family advisors. Given the complex nature of the financial lives of Senior Leaders, a second opinion is not only beneficial but prudent.

#### Core Financial Analysis/2<sup>nd</sup> Opinion

Estimated Time Frame: 6 months

Fee Structure: Flat fee determined and paid at outset of engagement

- Build family financial modeling & decision tool
- Build customized client web portal, providing access to consolidated and updated financial data and reports
- Define equity compensation strategy
- Investment risk analysis: Risk Tolerance vs. Risk Preference
- Optimize benefit election strategies
- Obtain three-year income tax review
- Analyze tax diversification of current investment allocations
- Bring clarity to your personal financial allocation “world view”
- Investment cost and tax efficiency analysis of current portfolio
- Risk Abatement Analysis: Life insurance, disability insurance, long-term care insurance, property, casualty, and liability insurance analysis
- Overview of existing Estate Planning Documents and discuss future on-going relationship & pricing

File #0272-2017

Story Capital: Real World Feedback:

What we observe attracts clients to the team at Story Capital and what keeps them onboard?

1. Story wants a relationship with clients and their adult children. We are a resource for the entire family.
2. The Senior Advisor at Story has more than 19 years of consulting experience with Senior Leaders of Public Companies like General Mills and UnitedHealth Group and we therefore bring comprehensive wisdom and knowledge about UHG's complex compensation system which compliments that of UHG's own comp and benefits department.
3. Story charges fees for value delivery, not the old style of charging fees as a percentage of investments. Story doesn't care if we directly manage client money or not; so clients don't have to move it unless they want to.
4. The team at Story shares creative concepts, which are rarely, if ever, mentioned by other advisor groups. The team at Story are collaborative educators.
  - a. For example, Story focuses on tax diversification, asset protection in jurisdictions like South Dakota, liability containment by using LLC's, designing specific, tax-protected post-retirement asset distribution strategies, and initiating purposeful conversations with adult children about inheritance and creating interdependence within the family.
5. The team at Story helps clients look over the horizon and into the next generation of their family whereas most advisors focus on what's happening with client money today. Story Capital discusses issues well beyond money, we provide an elevated type of counsel for clients who want to lean into an intra-generational, family-focused approach. Consider a brief, "2<sup>nd</sup> Opinion" conversation.

What "myths" have the team at Story "busted" that earn client appreciation?

- Myth: Outside of 401k, ESP is "the" most tax effective way to invest.
- Myth: Gifting assets out of our estate today means we lose control and can never get them back.
- Myth: To maximize the value of existing ESP elections, you only need to make one distribution election.
- Myth: To guard against divorce, all our kids need their spouses to sign a pre-nuptial agreement.
- Myth: Minnesota should be the state of jurisdiction for all our trusts and estate planning.
- Myth: The water cooler is the best temperature gauge for exercising my stock options.
- Myth: We don't need to do any estate tax planning for the State of MN.
- Myth: The best thing for our children is not to tell them a thing about their potential inheritance.
- Myth: Our kids will be wrecked if we talk to them about all this money.
- Myth: HSA is only a good tool for reimbursement of qualified medical expenses.

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