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FOR IMMEDIATE RELEASE
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**GINGER SNYDER, CFP®, AMONG TOP FINANCIAL ADVISORS ATTENDING
PROGRAM ON PREPARING FAMILIES FOR SUCCESSFUL WEALTH TRANSFER**
*Offered By Institute for Preparing Heirs®, Program Focuses On the Role of Family Dynamics Before,
During and After Wealth Transition to Heirs*

TAMPA, Fla. – Ginger Snyder, CFP®, was one of a select number of financial advisors from across the country to complete an exclusive program offered by the Institute for Preparing Heirs on the topic of “The Great Wealth Transfer: Attracting, Engaging & Retaining Multigenerational Families.” Snyder, wealth manager with [360 Wealth Management Group](#), attended the program held at Pepperdine University, Malibu, CA, the week of May 5, 2014.

“One of the single biggest challenges facing successful families today is ensuring that the inheriting generation—the children and grandchildren—remain in control of the family assets and maintain family unity after wealth transfer,” said Snyder. “A solid wealth transfer plan encompasses more than excellent investment, tax and estate planning to prepare the assets for heirs, it’s also important to ensure the heirs are prepared to receive and manage the assets.”

The Institute for Preparing Heirs® program focused on current research regarding what families value most about working with their professional advisors, and how family dynamics play a far greater role in successful wealth transfer than previously understood. This one-of-a-kind program set the stage for how forward-thinking financial advisors can become well versed in tools and resources available to help the multi-generations of affluent families successfully navigate through the non-financial issues of wealth transfer. The main contributors often impacting a family’s ability to retain control of assets and unity post transfer include: trust and communication among family members, preparation of heirs and a unified family vision regarding their wealth. By offering families information, tools and resources on non-financial issues impacting wealth transfer, families can begin to have meaningful discussions that will better prepare them for their future.

The Institute for Preparing Heirs® brought together key thought-leaders and researchers from around the country on the topic of family dynamics and its impact on family’s post-wealth transition. Its professional development program for financial advisors is designed to promote best practices and equip attendees to provide the best service to their client families in order for the family to sustain its wealth and values in future generations.

If you would like to learn more, call us today at 877-871-3472.

About 360 Wealth Management Group of Raymond James

At the 360 Wealth Management Group of Raymond James we seek to provide comprehensive financial guidance focused on your long-term goals. Our 360-degree approach employs not simply sound investing, but thorough wealth management, including portfolio enhancement, asset-, charitable gifting and wealth transfer. As your financial partner, we devote ourselves to the life of your money, so you can devote yourself to your life.

Our dedication to providing you with holistic financial solutions is supported by our partnership with Raymond James – a nationally recognized industry leader. Through the firm, we have access to an extensive array of investment alternatives and resources – and the freedom to put them to work for you.

About Raymond James & Associates

Raymond James & Associates, Inc., member New York Stock Exchange/SIPC, which has built a national reputation for more than 50 years as a leader in financial planning for individuals, corporations and municipalities, is a wholly-owned subsidiary of Raymond James Financial, Inc.

(NYSE-RJF), a leading diversified financial services company with approximately 6,200 financial advisors serving in excess of 2.5 million client accounts in more than 2,500 locations throughout the United States, Canada and overseas. Total client assets are approximately \$458 billion.