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Chicago **Financial**

Empowering **Generational Wealth**

The Pfaff, Bailey, McCannon, & Fuelleman Group at UBS is dedicated to helping families of exceptional wealth lay the groundwork for a lasting legacy.

For high net worth, multigenerational families, the process of transferring wealth can often feel overwhelming or complicated. It's not just a matter of establishing wealth-preserving structures, crafting clear inheritance strategies, or business succession plans. For the private wealth management team of the Pfaff, Bailey, McCannon, & Fuelleman (PBMF) Group at UBS, the real challenge is building a legacy that also honors the family's core values.

"The most critical challenges our clients face are rarely financial," says Adam Fuelleman, CFA, Senior Vice President–Wealth Management. "Instead, they are focused on providing tools for the next generation to use in an empowering and cohesive way. Building those multigenerational connections is often more meaningful to our clients than only passing down money."

Inheriting exceptional wealth is intimidating. Many younger clients have anxieties about managing the assets and other resources with which they are being entrusted. This is family money after all, built up over decades through the hard work of parents and grandparents. A key element of the team's work is to educate the next generation with practical advice gained through experience.

"Our group has a curriculum to train younger family members on these ideas," says Christopher Pfaff, Managing Director–Wealth Management. "Younger people don't necessarily want to confess to their parents they don't know what a trust is, or what a trustee does. We explain all that to clients, and it allows us to develop a strong relationship with them."

For Today and Tomorrow

The PBMF Group puts clients first by collaborating with family advisors to ensure the priorities of each generation are considered. "By coordinating with experienced CPAs, estate attorneys, insurance, and charity experts, the team can provide added value to help clients with tax mitigation, wealth protection, wealth transfer, and charitable planning," says Frank McCannon, CFP®, CIMA®, Managing Director-Wealth Management.

"We thrive in tackling complex client situations and have seen firsthand how this impacts families," Mike Bailey, Managing Director-Wealth Management, adds.

As part of UBS, the group also has access to a deep well of wealth management resources. Every client has access to the insights, strategies, and processes other wealthy families in similar situations have used.

For the PBMF Group, helping clients navigate the complexities of wealth management is only one part of the job. Building a sense of personal connection and trust is also essential, as is understanding and incorporating the next generation's goals and priorities.

"It takes a lot of listening, deeply and completely, to what our clients and their families are saying," says Sara Pfaff, Senior Vice President–Wealth Management. "We strive to do more for our clients than just manage their money. We're integrating their wealth into the fabric of the family."

FROM LEFT TO RIGHT: Adam Fuelleman, CFA, Senior Vice President-Wealth Management; Frank McCannon III, CFP®, CIMA®, Managing Director-Wealth Management; Sara Pfaff, Senior Vice President-Wealth Management; Michael Bailey, Managing Director-Wealth Management; and Christopher Pfaff, Managing Director-Wealth Management.

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