

## Case Study: The Wayne Family's Financial Planning Journey

### WAYNE FAMILY SUMMARY

John Wayne, a 54-year-old entrepreneur, is the proud owner of a successful cyber security company with 15 employees. His wife, Marian, is a 39-year-old homemaker who manages the household while raising their four children: three sons aged 6, 3, and 2, and a 7-year-old daughter, Winter. Winter has been identified as a gifted student, and John and Marian are looking to support her through advanced education planning, and specialized programs or schools.

John holds the majority ownership in his company at 80%. The company has a 401k plan, and John's contemplating a significant decision: he's received an offer to sell for an impressive \$30,000,000. This potential sale is a pivotal moment for the Wayne family; however, John has an outstanding loan with a former business partner, complicating the financial picture as they consider the sale of his company. If he doesn't accept the \$30M offer, John's is exploring a partnership with a European firm, potentially introducing foreign tax implications and currency risks.

Despite his success, John hasn't established a Trust. This holds implications for his estate planning and wealth transfer strategies. John has a 20-year level term life insurance policy with a coverage amount of \$10,000,000. This policy is set to expire in six years, prompting the need for a thoughtful review of the family's insurance needs.

The Waynes are actively involved in giving back to their community through volunteerism and financial donations. John contributes 10% of his income annually to his local parish and another 10% to various charities. Marian and John have recently become interested in sustainable and ESG investing, wanting their portfolio to reflect their values.

John expresses interest in exploring tax strategies. He is keen on retiring upon selling the company but is equally concerned about minimizing tax obligations. John is forward-thinking and wants to leave a lasting legacy for his heirs.

John's average annual income is \$1,100,00, and the family's average annual living expenses are \$264,273. Marian is contemplating launching her own interior design firm, projecting a potential income stream but also initial startup costs.

### RESIDENCES AND REAL ESTATE HOLDINGS

The Wayne's primary residence is in San Diego, CA, where they spend six months each year. The initial investment of \$1,800,000 has seen substantial appreciation, with the present market value soaring to \$2,400,000.

Their second home is in the heart of Austin, Texas. This property, with an original cost basis of \$1,300,000, has seen a rise in value to \$1,800,000. Like their primary residence, the Wayne family spends half of the year in this Texan abode.

Beyond their personal dwellings, the Waynes have invested in real estate across the country. In Albuquerque, NM, a multi-family investment property has a cost basis of \$500,000, with a current market value of \$1,172,459.

On the picturesque shores of Hilton Head, SC, the Waynes own four units in the Omni Hilton Head resort. Initially valued at \$500,000, this investment has appreciated to \$1,160,000.

Finally, in the mountainous terrain of Breckenridge, CO, the Waynes own a mountain home. Not currently leased or rented out, this property was acquired for \$500,000 and is now assessed at \$1,350,000.

### INVESTMENT PORTFOLIO SUMMARY

John's IRA	Tax Basis	Market Value	
Cash	\$202.30	\$202.30	0.00%
Cash Equivalents	\$23,582.85	\$23,582.85	0.30%
Bonds	\$1,078,217.40	\$1,066,813.02	15.60%
Stocks	\$3,614,471.78	\$5,229,242.30	76.20%
Promissory Notes	\$29,331.70	\$29,331.70	0.40%
Tactical Strategies	\$493,125.40	\$511,867.23	7.50%
<b>Total</b>	<b>\$5,238,931.43</b>	<b>\$6,861,039.40</b>	<b>100%</b>

## JTWROS Brokerage Account

Symbol	Description	Quantity	Cost Basis Per Share	Cost Basis Total	Current Value
SPAXX**	FIDELITY GOVERNMENT MONEY MARKET	73572.21	n/a	n/a	\$73,572.21
AMT	AMERICAN TOWER CORPORATION	200	\$81.54	\$16,307.95	\$31,140.00
AMZN	AMAZON.COM INC	140	\$370.83	\$51,915.90	\$227,892.00
ATVI	ACTIVISION BLIZZARD INC COM	2000	\$10.53	\$21,068.90	\$128,680.00
BABY	NATUS MED INC DEL	220	\$30.43	\$6,693.90	\$6,732.00
BIDU	BAIDU INC SPONS ADR REPR 0.10 ORD CLS A	100	\$159.35	\$15,934.95	\$19,059.00
BLX	BC LATINOAMERICANO COM EX SA BLADEX CLASS E COM NPV	1000	\$14.02	\$14,017.95	\$16,930.00
BRKA	BERKSHIRE HATHAWAY INC DEL CL A FRMLY COMMON	4	\$89,914.99	\$359,659.95	\$1,295,740.00
BRKB	BERKSHIRE HATHAWAY INC DEL CL B NEW	1775	\$67.51	\$119,825.59	\$383,826.00
CBOE	CBOE GLOBAL MARKETS INC	300	\$49.50	\$14,849.94	\$33,642.00
COST	COSTCO WHOLESALE CORP	1000	\$59.77	\$59,765.90	\$234,450.00
CYBR	CYBER-ARK SOFTWARE LTD COM ILS0.01	100	\$44.58	\$4,457.95	\$6,747.00
EQC	EQUITY COMMONWEALTH USD0.01( BNF INT)	400	\$26.52	\$10,607.95	\$12,008.00
EXEL	EXELIXIS INC	500	\$6.51	\$3,253.97	\$8,905.00
GOOG	ALPHABET INC CAP STK CL C	37	\$554.72	\$20,524.81	\$38,483.33
GOOGL	ALPHABET INC CAP STK CL A	37	\$557.97	\$20,644.74	\$39,062.01
HUBS	HUBSPOT INC COM	38	\$115.13	\$4,374.95	\$5,103.78
KMI	KINDER MORGAN INC COM USD0.01	1000	\$14.51	\$14,507.95	\$17,260.00
LDL	LYDALL INC DEL	250	\$22.91	\$5,726.98	\$8,317.50
MKC	MCCORMICK & CO INC COM NON VTG	200	\$42.62	\$8,523.18	\$29,370.00
MKL	MARKEL CORP HLDG CO	50	\$332.14	\$16,606.95	\$54,937.50
NDAQ	NASDAQ INC COM STK	500	\$18.16	\$9,082.95	\$44,380.00
NKE	NIKE INC CLASS B	1000	\$53.00	\$53,004.95	\$77,530.00
PACW	PACWEST BANCORP DEL COM	567	\$20.04	\$11,359.94	\$23,683.59
PG	PROCTER AND GAMBLE CO COM	300	\$60.93	\$18,277.95	\$27,360.00
PGR	PROGRESSIVE CORP OHIO	850	\$31.96	\$27,162.75	\$59,270.50
PYPL	PAYPAL HLDGS INC COM	300	\$37.42	\$11,224.95	\$25,215.00
SBUX	STARBUCKS CORP COM USD0.001	500	\$35.52	\$17,757.95	\$32,240.00
SGEN	SEATTLE GENETICS INC	300	\$36.03	\$10,807.95	\$17,196.00
SHOP	SHOPIFY INC COM NPV CL A ISIN #CA82509L1076 SEDOL #BX865C7	500	\$32.82	\$16,407.95	\$70,515.00
SIVB	SVB FINL GROUP	200	\$102.90	\$20,579.95	\$48,716.00
SQ	SQUARE INC CL A	400	\$49.24	\$19,696.95	\$30,004.00
UA	UNDER ARMOUR INC CL C	805	\$3.13	\$2,516.55	\$17,275.30
UAA	UNDER ARMOUR INC COM STK USD0.000333 CLASS A	800	\$3.23	\$2,584.51	\$19,192.00
V	VISA INC COM CL A	200	\$66.92	\$13,383.95	\$27,960.00
VEEV	VEEVA SYS INC CL A COM	270	\$25.83	\$6,974.20	\$24,899.40