

## CLIENT PROFILE: PRIVATE EQUITY PROFESSIONAL

### PROFESSIONAL BACKGROUND

This client is an accomplished private equity executive with a strong track record in sourcing, structuring, and exiting investments across private markets. Their compensation often includes:

- Base salary and annual bonus
- Carried interest (carry) tied to fund performance
- Co-investment opportunities across multiple deals
- Deferred compensation
- Potential liquidity events tied to exits or fund maturity timelines

*They typically operate in a demanding, fast-paced environment and value efficiency, precision, and collaboration when working with advisors.*

### FINANCIAL CHARACTERISTICS

- High and variable income streams with concentrated exposure to carry and deal related payouts
- Complex balance sheet, often including private company equity, co-investment positions, and fund commitments
- High savings capacity but limited time to manage personal financial matters
- Focus on long-term wealth creation, capital efficiency, and multi-generational planning
- Preference for sophisticated, tax aware strategies that align with liquidity timing and investment cycles

### PRIMARY GOALS

#### Strategic Wealth Management

- Structuring liquidity events thoughtfully to reduce tax impact
- Building a globally diversified portfolio around concentrated private holdings
- Assessing concentration risk in co-investments and carry

#### Tax & Estate Planning Strategies

- Coordinating with tax specialists on complex equity compensation
- Establishing trusts, family limited partnerships, or gifting strategies
- Planning for intergenerational wealth transfer

#### Risk Management

- Separating personal assets from professional liability
- Ensuring proper insurance for income replacement and wealth preservation

## **Lifestyle & Legacy**

- Funding children's education
- Supporting philanthropic interests
- Securing long-term financial independence despite unpredictable income cycles

## **HOW THIS CLIENT PREFERS TO WORK**

Private equity professionals value:

- Clear, concise communication—no fluff, just insight
- Sophisticated yet practical advice that integrates with their deal-driven mindset
- Proactive planning that anticipates liquidity events before they occur
- Relationship with a trusted advisor who coordinates with accountants, attorneys, and internal finance teams

*They want an advisor who can act as a strategic CFO for their personal finances —someone who understands the complexity of private capital structures and can streamline decision-making around wealth.*

## **WHY THIS CLIENT IS AN IDEAL FIT FOR RUDIN & RUBIN FINANCIAL GROUP OF WELLS FARGO ADVISORS - WE EXCEL WITH PRIVATE EQUITY PROFESSIONALS BECAUSE:**

- We focus on datadriven, high level strategy as the foundation of our advisory work.
- We work with clients whose financial environments are complex and intellectually engaging.
- We deliver significant value by simplifying and optimizing clients' personal financial ecosystems.
- We lead conversations around planning efficiency and forward-thinking objectives.
- We establish long-term advisory relationships that evolve across multiple fund cycles.

*Wells Fargo Advisors does not provide legal or tax advice.*