

Extrait de quelques slides:

# The Great Wealth Transfer:

Building trust and relationships across generations

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**A generational shift:**

Over the last two decades (2000-2024),

**~CHF 2 trillion**

Increase in Swiss wealth

Swiss inheritances currently  
~CHF 100bn annually,  
rising each year

Source: <https://www.vanguard.com/reviews/2024/05/inheritances-trend-on-the-move> and <https://data.vanguard.com/reviews/2024/05/inheritances-trend-on-the-move>; and "Les Héritages et les impôts : Que nous apprennent les données?" by Martin Brühart HEC Lausanne, November 2024. <https://posc.unil.ch/documents/heritages/2024/11/Sciences%20-%20Successions-2411.pdf>

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- 1.
- 2.
- 3.

### Painting a picture of the Swiss landscape

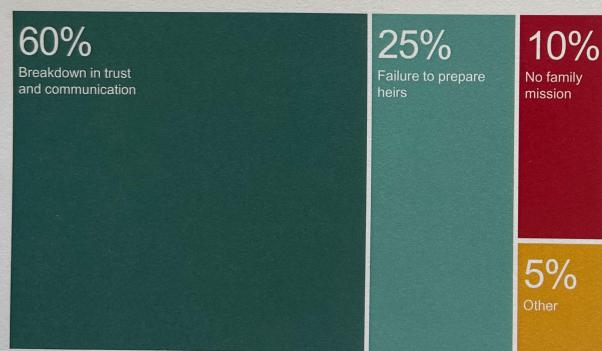
<b>\$709,612</b> average wealth in Switzerland in 2023 per adult <sup>1</sup>	<b>67</b> Swiss 2023 Gini index, down 4.6% since 2008. US index 75, Germany 68, Belgium 46 <sup>1</sup>	<b>8</b> countries (including Switzerland) where private pensions are fully exempt from taxes <sup>2</sup>
<b>\$171,035</b> Median wealth in Switzerland in 2023 <sup>1</sup>	<b>\$2.6 trillion</b> Switzerland is the largest wealth booking center in the world in 2023 <sup>3</sup>	<b>1.05m</b> Swiss \$Millionaires <sup>1</sup>
<b>CHF3.1 trillion</b> in total Swiss Household financial assets, more than the CHF 2.7tr in real estate <sup>4</sup>	<b>16%</b> wealth share of the top 0.01% <sup>5</sup>	<b>31.4%</b> wealth share of top 1% <sup>6</sup>

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<sup>1</sup>UBS Global Wealth report 2024. <sup>2</sup>OECD Tax Policy Studies, Inheritance Taxation in OECD Countries' 2021. <sup>3</sup>BCG Global Wealth report 2024. <sup>4</sup>The GenX Era Unfolds (July 2024). <sup>5</sup>SNB <https://data.snb.ch/en/topics/ulv/dati/finanzsektor.html>. <sup>6</sup>ETH Zurich "Tracking and taxing the super-rich: Insights from the Swiss Rich Lists" (February 2022). <sup>7</sup>World Inequality Database.

## Communication and trust are crucial

Reasons family wealth is lost<sup>(1)</sup>



Recap:

**70%**

of wealthy families lose their wealth by the 2nd generation and 90% will lose it by the 3rd generation<sup>(2)</sup>

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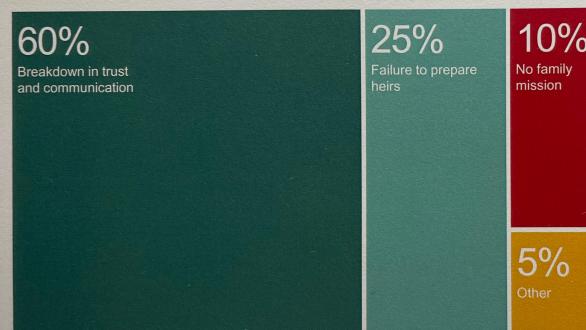
1. Source: Roy Williams and Vic Preisser, 2010. Preparing Heirs: Five Steps to a Successful Transition of Family Wealth and Values, Vanguard.

2. Source: The Williams Group

25

## Communication and trust are crucial- Switzerland is special

Reasons family wealth is lost<sup>(1)</sup>



Swiss data:

**40%**

of top 300 wealthy families in Switzerland have held their wealth since before 1939!<sup>(2)</sup>

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1. Source: Roy Williams and Vic Preisser, 2010. Preparing Heirs: Five Steps to a Successful Transition of Family Wealth and Values, Vanguard.

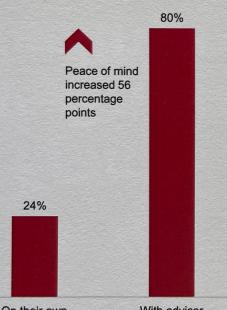
2. Source: <http://choose.unil.chmarrabuhrhart/files/2024/11/Sciences%20-%20successions-2411.pdf> (Slide 13: "40% des plus grandes fortunes suisses remontant à avant 1939")

26

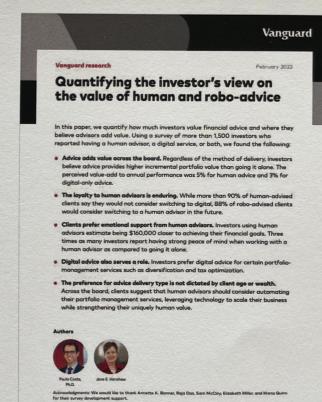
## Human advice retains the advantage

Peace of mind added

Human-advised



Digital-advised



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Source: Vanguard Research: Quantifying the investor's view on the value of human and robo-advice, 2022, Paulo Costa, Ph.D. and Jane E. Henshaw.

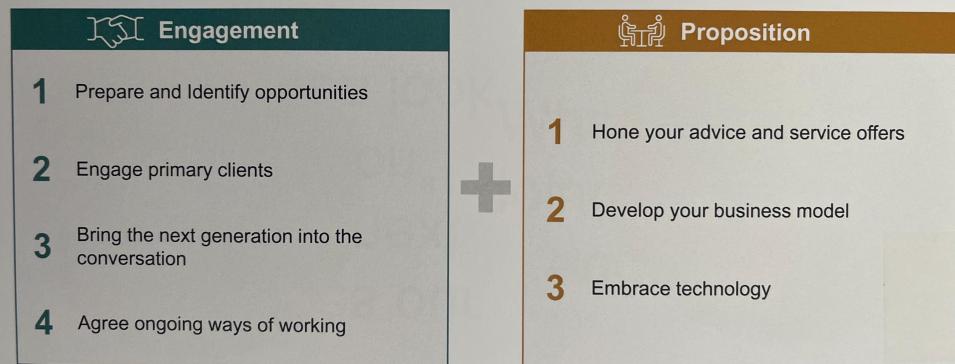
27

# A Framework for the Great Swiss Wealth Transfer

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28

## Elements of success

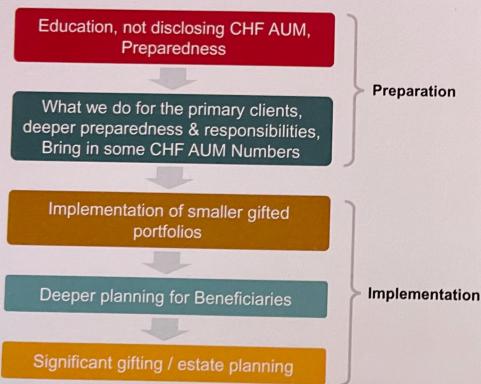


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32

## 2 Engage primary clients

### Dealing with objections: The Spectrum of action



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### 3 Bring the next generation into the conversation

 Plan with primary clients

 Have the engagement

 Follow up

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### 1 Hone your advice and service offers

**Articulating value: Baby Boomers**

**Client Needs:**

- Financial Legacy, well-being of their children, cohesive purpose for family wealth.
- Need an adviser with excellent listening skills, with empathy around the delicate topics.

**Positioning your value**

- Maximise Financial Security (and preparing for retirement if not already there).
- Peace of Mind and Confidence in the future.
- Use of technology to show (not just tell).
- Solid plans to avoid them outliving wealth.
- Safe spending strategies.

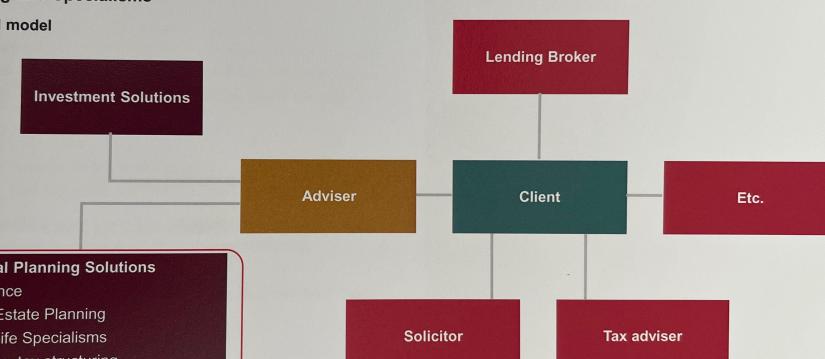
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### 2 Develop your business model

**Partnering and Specialisms**

**Traditional model**

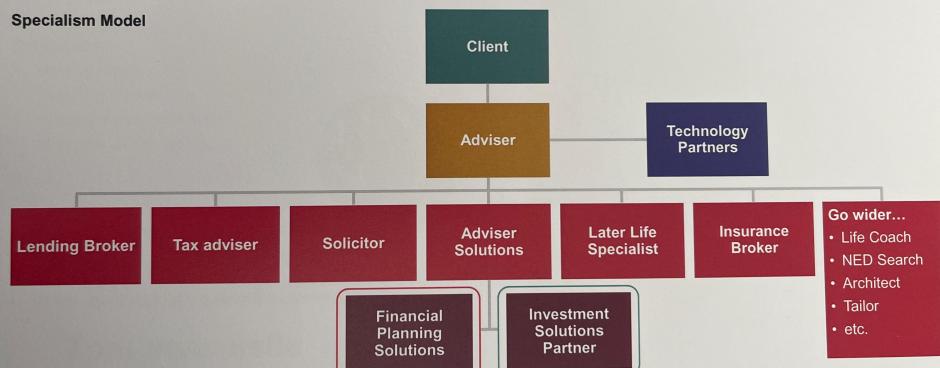


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## 2 Develop your business model

### Partnering and Specialisms

#### Specialism Model



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49

## Important information

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63