

Family Wealth Director Family Office Capabilities

Helping You Manage the Complex, Multigenerational Challenges of Managing Significant Wealth

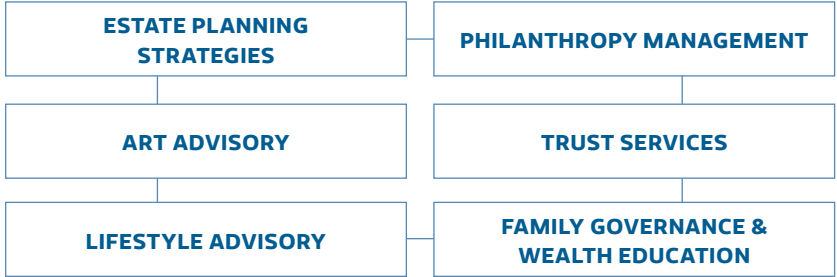
At Morgan Stanley, we have an elite group of Financial Advisors who earned the Family Wealth Director designation. It is awarded to those who have extensive experience working with ultra high net worth families, and who have undergone specialized training. Family Wealth Directors have direct access to an extensive range of resources needed to help highly affluent families manage the complex, multigenerational challenges of managing significant wealth.

Family Office Capabilities



Our integrated approach to planning includes family issues, wealth transfer, asset protection and location, and business succession planning, with a focus on helping you:

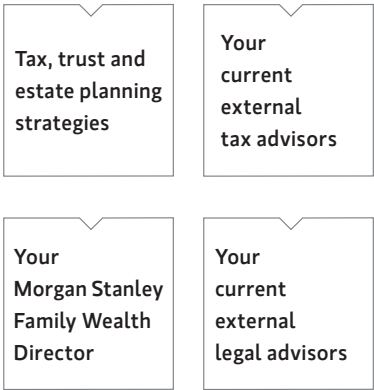
Advise on the efficient transfer of assets to the next generation and the causes and institutions you support	Maintain family unity across generations, focusing on family mission, governance, conflict management and family endowments
Develop strategies that pass down family values as well as family assets	Ease administration burdens by managing some of the most complex aspects of your life
Access specialized ultra high net worth resources and strategies tailored specifically to the needs and goals of your lifestyle	Manage wealth with a long-term view and an unwavering focus on your family's interests



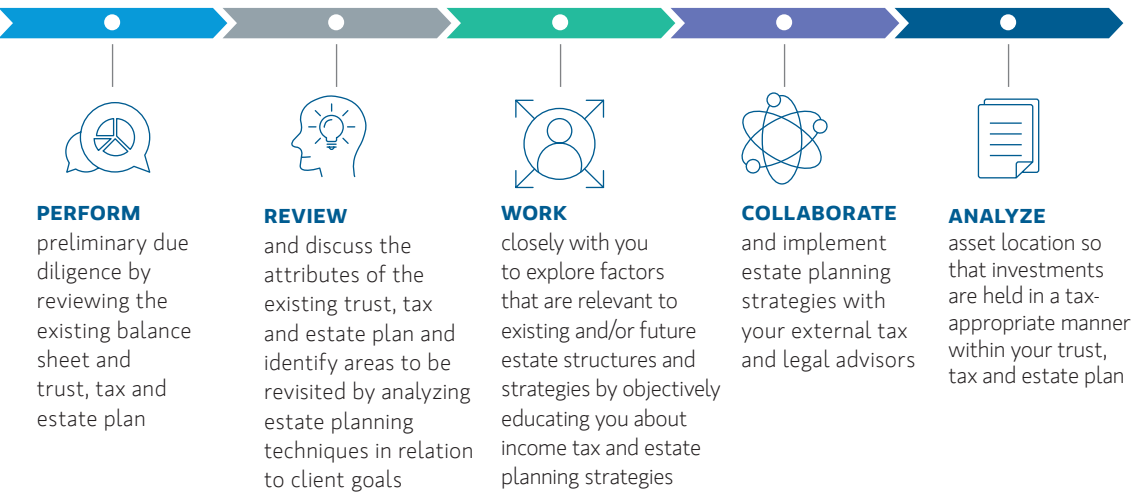
1. Estate Planning Strategies

A fully integrated, comprehensive analysis of your balance sheet, estate plan and investment strategy through a collaborative process, including your Morgan Stanley Family Wealth Director, Wealth and Estate Planning Strategist and, at your request, your legal and tax advisors.

OUR COLLABORATIVE APPROACH



OUR PROCESS



For illustrative purposes only

2. Philanthropy Management

Provide strategic advisory solutions that can help our clients achieve their philanthropic goals



INDIVIDUALS AND FAMILIES

- Develop philanthropic mission statements
- Advise on effective grant-making strategies
- Assist with selecting and structuring charitable-giving vehicles
- Facilitate family meetings, coordinate site visits and mentor next-generation family members



NONPROFIT ORGANIZATIONS

- Fundraising strategy consulting
- Board development
- Help develop innovative partnerships
- Advise how to raise nonprofit's visibility
- Advise on assessing organizational strength and growth opportunities



PRIVATE AND CORPORATE FOUNDATIONS

- Turnkey, web-based, back-office services
- Strategy development, from mission statement to staffing best practices
- Nonprofit grantee identification and impact evaluation assistance

Services may be provided by a third party or through an affiliate of Morgan Stanley Smith Barney LLC.

3. Trust Services

TRUST SERVICES

Provides access to dedicated specialists and an open architecture corporate trustee platform, enabling our clients to select the fiduciary solution that is most appropriate for their needs and goals.

CORPORATE TRUSTEE PLATFORM

Morgan Stanley has a formal relationship with multiple-third party trust companies that can act as a fiduciary, offer administrative capabilities, make objective decisions and provide longevity and continuity. We conduct due diligence of external third-party corporate trustee partners.

FAVORABLE JURISDICTIONS

Through our relationships with third-party corporate trustees, we can offer access to favorable trust jurisdictions, including Nevada, Delaware, South Dakota, New Hampshire and Alaska, for our clients to exercise maximum flexibility in their estate plans.

MORGAN STANLEY EXPERTISE

Our seasoned Trust Specialists can assist our clients in reviewing their needs and goals to identify opportunities for fiduciary solutions utilizing trusts and appropriate third-party trustee. Third-party trust companies retain Morgan Stanley to provide investment management services, providing our clients with a vast array of investment products and platforms for investing their trust assets.

Family Wealth Director Family Office Capabilities

4. Family Governance & Wealth Education

Dedicated professionals who can help you address sensitive family issues, facilitate communication, manage conflict and achieve a shared sense of common direction in coordination with clients’ outside advisors

EFFECTIVE COMMUNICATIONS STRATEGIES

- Helping you structure and lead family meetings and retreats, and address communication challenges
- Helping parents conduct discussions about wealth

WEALTH PRESERVATION STRATEGIES

- Helping you develop strategies that can help protect the integrity of existing wealth management structures and develop new protective approaches.

WEALTH EDUCATION

- Working in collaboration with you and your Family Wealth Director, our Wealth Education team will develop a fully customized financial education curriculum based on your family’s goals and aspirations, existing knowledge base and learning styles. Developed and taught by experienced wealth education specialists, the program employs a diverse set of methods to engage the family member and promote mastery. Courses can be designed for an individual member or multiple generations, and programs are held in locations which are most convenient for your family or via virtual meetings.

FAMILY DYNAMICS AND LEGACY

- Advising on the dynamics of intergenerational wealth transfer and the management of family conflict
- Providing guidance on how to talk with the next generation about wealth

FAMILY GOVERNANCE

- Family mission statements and family governance documents (such as family constitutions, bylaws) and structures (such as family councils).

5. Lifestyle Advisory¹

Provide bespoke solutions and access to knowledgeable, highly personal third-party providers to help meet your exceptional needs from the everyday to the extraordinary



TRAVEL & CONCIERGE SERVICES

- Travel and Luxury Vacations
- Exclusive Experiences
- Tickets to Shows and Events
- Personal Interests and Hobbyist Specialties



HEALTH & SECURITY ADVISORY

- Eldercare Services
- Personal and Home Security
- Private Health Advisory and Advocacy



PERSONAL ENRICHMENT

- Executive and Professional Coaching
- College and Admissions Counseling
- Genealogy



FINANCIAL ADMINISTRATION

- Bookkeeping and Bill
- Pay Services

Services may be provided by a third party or through an affiliate of Morgan Stanley Smith Barney LLC. Morgan Stanley Smith Barney LLC reserves the right to change or terminate the Reserved program at any time and without notice. Reserved program participants accounts and activity are reviewed periodically to confirm that they continue to qualify for this program.



TANGIBLE ASSET MANAGEMENT

- Aircraft Advisory Services
- Home Advisory/Recruitment of Household Staff
- Real Estate Services
- Yacht Advisory Services

DIGITAL LIFESTYLE OFFERING

In addition to the services above, Reserved clients can enhance their lifestyle with special offers from over 60 premium brands and curated content from Reserved Living & Giving, our complimentary loyalty program. Our highest tier, Signature Access, provides exclusive access to additional, personalized advisory services for, aircraft, health, personal cybersecurity and more. To learn more go to MSReserved.com.

6. Art Resources Team (ART)

It is prudent for a collector to carefully consider the role of art on a balance sheet, and ART at Morgan Stanley may assist with the following salient implications of owning art:

PHILANTHROPY MANAGEMENT

Having a well-thought-out and confirmed philanthropic plan can help alleviate surprises.

TAILORED LENDING

Borrowing may provide increased flexibility for the relatively liquid art market.²

ART ADVISORY

The art market is confusing, fragmented and inefficient, thus conferring considerable advantages to those who have information and experience.¹

ESTATE PLANNING STRATEGIES

It is prudent to create a strategy for art so as to not put undue financial or emotional pressure on the surviving family.

TRUSTEE AND INSURANCE SERVICES

Trustees may provide desired oversight and continuity in decision-making over time. Insurance may help mitigate risk of loss and damage as well as provide financial flexibility for estate settlement.

GOVERNANCE

The ultimate challenge facing a collector may be what to do with the collection after the collector’s death.

¹ Tailored Lending is available to Morgan Stanley Wealth Management client only – both internally through Morgan Stanley Private Bank, National Association or through our third-party purveyors

² Art Advisory is available through our third party purveyors

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¹ Shirley, A. (2022, May 17). “Art as an investment, the balance sheet view.” Knight Frank.

² Frank, R. (2021, February 25). “The wealthy are borrowing billions against their art collections and lenders are reselling the debt”. CNBC.

Borrowing against securities may not be appropriate for everyone. Clients must be aware that there are risks associated with a securities based loan, including possible maintenance calls on short notice, and that market conditions can magnify any potential for loss. For details please see the important disclosures. Tailored Lending is a loan/line of credit product offered by Morgan Stanley Private Bank, National Association, an affiliate of Morgan Stanley Smith Barney LLC. A Tailored Lending credit facility may be a committed or demand loan/line of credit. All Tailored Lending loans/lines of credit are subject to the underwriting standards and independent approval of Morgan Stanley Private Bank, National Association. Tailored Lending loans/lines of credit may not be available in all locations. Rates, terms, and programs are subject to change without notice. Other restrictions may apply. The information contained herein should not be construed as a commitment to lend. Morgan Stanley Private Bank, National Association is a Member FDIC that is primarily regulated by the Office of the Comptroller of the Currency. **The proceeds from a Tailored Lending loan/line of credit (including draws and other advances) generally may not be used to purchase, trade, or carry margin stock; repay margin debt that was used to purchase, trade, or carry margin stock; and cannot be deposited into a Morgan Stanley Smith Barney LLC or other brokerage account.**

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