SSGA Upromise529
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Administered by
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529 Plans & Estate Planning

Your connection to the next generation of clients' families

*As baby boomers initiate the largest intergenerational wealth transfer in history, advisors must attract the next generation of clients **before assets change hands**.*

The estate planning benefits of 529 plans — recently expanded by the 2017 Tax Cuts and Jobs Act — make them a valuable tool for connecting with baby boomers' heirs.

The Challenge

Retaining family business as a new generation takes control

71% of investors who inherit investments change advisors[1]

51% of advisors do not have a clear strategy to engage with heirs[2]

64% of advisors say they need products and solutions optimized for the next generation of clients[2]

A Solution

***Leverage the estate planning benefits of 529 plans** to build relationships with clients' children and grandchildren*

The Tax Cuts and Jobs Act added significant benefits:

- 529 accounts can now fund **private school grades K–12** — in addition to college.
- K–12 withdrawals up to **$10,000 annually per student**.

For advisors, this opens new opportunities to involve clients' children and grandchildren in planning asset transfers to fund education:

- **More estate money can be exempted from gift taxes and the lifetime gift maximum**, through deposits in a 529 plan.
- **529 drawdowns can start at kindergarten** and extend into adulthood.
- **Heirs have more time to use tax-free 529 money**, through primary and secondary school, college and grad school.

Learn more about the wealth management benefits of 529 plans and how to present them to clients on our **SSGA Upromise 529 advisor site**.

1 Source: State Street Global Advisors Multigenerational Wealth Management Toluna Omnibus Survey, 2015

2 Source: "Money in Motion — Multigenerational Wealth Management": State Street Global Advisors' Practice Management survey of advisors and investors conducted Q1 2015.

ABOUT THE SURVEY

A total of 430 investment professionals completed an online 529 Plans survey, the goal of which was to determine how advisors approach and work with clients to plan for college expenses. The survey was fielded in March 2018. Respondents represented a variety of investment professional segments holding a wide range of assets under management.

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