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THE COURIER

# Van Oort to help heirs learn values

By RC BALABAN  
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**CEDAR FALLS** --- Larry Van Oort thinks simply passing money on to the next generation is a mistake.

It's not that he is against leaving money to heirs --- after all, he is a financial planner --- but he believes leaving money to people who don't understand the values that contributed to it can be disastrous.

"The reasons the money was earned in the first place is missed," Van Oort said.

Van Oort said that with families who pass on money to future generations, 90 percent of those families see their money disappear by the third generation. He centers his planning on the Heritage Process, which allows the heads of families to pass along their values along with inheritances.

It's a principle Van Oort believes in so strongly that he is merging



his practice with Net Worth Advisors so he can concentrate on providing advice on passing along values.

The merger, which will take place over the course of the next

month, will allow him to work as a family legacy planning specialist. In this role, he helps take a family's values and get them put into words.

"It's the fix on how to transfer not only the valuables, but the values onto the next generation," Van Oort said.

The idea is to teach the family's future generations about the principles and values that helped create the wealth in the first place. By teaching those future generations, the likelihood of the family retaining the wealth passed on is increased.

Van Oort also worked as a contributing writer on "Beating the Midas Curse," a book by Heritage Institute co-founders Perry Cochell and Rod Zeeb.

For the book, Van Oort contributed a few stories and helped edit. He said the first 12 people that were certified by the Heritage Institute, founded by Cochell and Zeeb, were asked to be take part in the book's writing.

Prior to becoming certified by the Heritage Institute, Van Oort described himself as a "stereotypical certified financial planner." Now, he hopes he can help families pass along not only their wealth, but values as well.

"What I'm doing is I'm leaving that (financial planning) and I've committed myself and my business to the Heritage Project," Van Oort said.

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