



**CHILDFREE  
WEALTH®**



# Planning for Childfree Clients: Real Stories, Real Strategies

**Case Studies for Understanding the Distinct Needs and  
Opportunities of Childfree Clients**





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- Founder & CEO - Childfree Wealth®
- Author - “Portraits of Childfree Wealth”  
& “The Childfree Guide to Life & Money”
- Co-host - Childfree Wealth Podcast
- Childfree (? By Choice ?)





- How to address the unique financial needs of Childfree clients
- Explore case studies of real Childfree clients and their personalized financial plans, including sabbaticals, long term care, and more.
- Equip yourself with the knowledge of how to create meaningful financial plans that prioritize your clients' “amazing life” , not just their wealth.



# UNIQUE CASES



Molly

(she/her)

49 Years Old

Single

**Mental Model:**

*"I need to follow traditional advice to be successful."*

Career: Marketing

Salary: \$200k annually

+bonus

Net Worth: \$2.6M

**Stated Concerns:**

*"A plan for funding my future retirement while spending down my money over time so that I can die with zero."*

*"Not getting investment/retirement advice that's appropriate for my situation as a partner-free, child-free individual."*

**Addressed by:**

- ✓ Advised to use annual RSUs for travel
- ✓ Made plan to travel to a new location every 3-6 months
- ✓ Sold home and switched to renting
- ✓ Set up DAF to minimize taxes



Childfree clients primarily prioritize lifestyle over legacy—planning should reflect that.

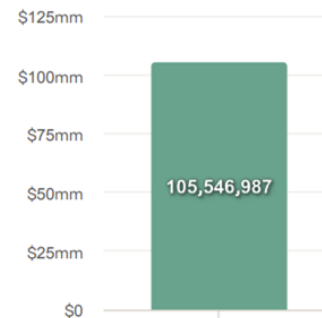


Assets	
Bank	\$18,434
Invested assets	\$1,970,734
Real estate assets	\$805,300
Life insurance cash value	\$0
Other assets	\$0
<b>Total assets</b>	<b>\$2,794,468</b>

Liabilities	
Credit cards	\$0
Mortgages	\$427,128
Home equities	\$0
Student loans	\$0
Other debts	\$0
<b>Total liabilities</b>	<b>\$427,128</b>

**Net Worth** **\$2,367,340**

### Proposed plan





- Molly's income exceeds her expenses and travel goals each year.
- Molly wanted to give to charity and maximize tax benefits.
- We recommended opening a Donor-Advised Fund (DAF).
- Donated \$100,000 of appreciated stock directly to the DAF.
- Saved \$44,000 in taxes while aligning with Molly's values and goals.

Molly's Income	\$350,000
<b>Stock Value Donated</b>	<b>\$100,000</b>
Cost Basis	\$20,000
Long-Term Capital Gain	\$80,000
Capital Gains Tax Avoided (15%)	\$12,000
Charitable Deduction (30% AGI)	\$100,000
Income Tax Saved (32% Marginal Bracket)	\$32,000
<b>Total Tax Benefit</b>	<b>\$44,000</b>





## Kurt & Penny

(he/him & she/her)

50 Years Old

Married

### Mental Model:

*"I don't have a safety net,  
what happens if I run out of  
money?"*

Career: Retired early

Net Worth: \$4.5M

### Stated Concerns:

*"I can't sleep at night worrying that all my money could disappear."*

*"We want to move abroad, but how do we take care of ourselves as we age outside the US?"*

### Addressed by:

- ✓ Designed "mental chew toy" to give purpose & reduce anxiety
- ✓ Explored annuity product over LTCi
- ✓ Structured a 70/30 investment split to balance risk

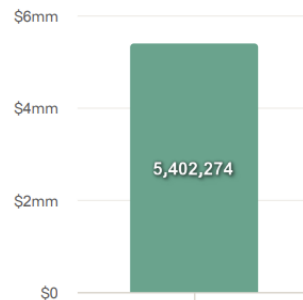


One-size doesn't fit all; in this case, an annuity matched their lifestyle & psychological needs.



Assets		Liabilities	
Bank	\$61,002	Credit cards	\$7,040
Invested assets	\$3,986,956	Mortgages	\$0
Real estate assets	\$390,000	Home equities	\$0
Life insurance cash value	\$0	Student loans	\$0
Other assets	\$152,820	Other debts	\$0
<b>Total assets</b>	<b>\$4,590,778</b>	<b>Total liabilities</b>	<b>\$7,040</b>
		<b>Net Worth</b>	<b>\$4,583,738</b>

### Proposed plan





## Midland National Capital Income®

with health-activated income multiplier



### NON-GUARANTEED ANNUITY CONTRACT VALUES MOST RECENT PERIOD from 12/31/2013 to 12/31/2023

Annual Effective Rate for the First Term: 5.30%<sup>+</sup>

Annual Effective Rate for the First Ten Years: 5.19%<sup>\*</sup>

This chart illustrates values based on the 10 most recent years of historical index performance, current rider charge, selected withdrawals, the initial allocation and current rates. The Accumulation Value reflects rider charges. Please refer to page 5 for Guaranteed Annuity Contract Values.

END OF YEAR	Youngest Covered Person Start Age/End Age	Accumulation Value *	Annual Withdrawals <sup>1</sup> (Beginning of Year)	Advisory Fee Withdrawals <sup>*</sup> (Beginning of Year)	Death Benefit	Surrender Value <sup>^</sup>	Credited Interest Rate <sup>2</sup>	Rider	
								Increasing Lifetime Payment Amount <sup>#</sup>	Health-Activated Income Multiplier Payments <sup>2</sup>
At Issue	50	\$1,500,000							
1	50 / 51	\$1,596,375	\$0	\$0	\$1,596,375	\$1,510,171	7.50%	\$85,566	\$0
2	51 / 52	\$1,580,411	\$0	\$0	\$1,580,411	\$1,495,069	0.00%	\$85,342	\$0
3	52 / 53	\$1,681,953	\$0	\$0	\$1,681,953	\$1,606,265	7.50%	\$90,825	\$136,238
4	53 / 54	\$1,790,018	\$0	\$0	\$1,790,018	\$1,725,577	7.50%	\$97,198	\$145,977
5	54 / 55	\$1,772,118	\$0	\$0	\$1,772,118	\$1,724,271	0.00%	\$96,935	\$145,402
6	55 / 56	\$1,885,977	\$0	\$0	\$1,885,977	\$1,835,055	7.50%	\$105,992	\$158,988
7	56 / 57	\$2,007,151	\$0	\$0	\$2,007,151	\$2,007,151	7.50%	\$116,615	\$174,923
8	57 / 58	\$2,136,110	\$0	\$0	\$2,136,110	\$2,136,110	7.50%	\$126,671	\$190,007
9	58 / 59	\$1,989,344	\$126,671	\$0	\$1,989,344	\$1,989,344	0.00%	\$126,671	\$190,007
10	59 / 60	\$1,982,350	\$126,671	\$0	\$1,982,350	\$1,982,350	7.50%	\$126,671	\$190,007
11	60 / 61	\$1,922,575	\$136,172	\$0	\$1,922,575	\$1,922,575	5.19%	\$136,172	\$204,257
12	61 / 62	\$1,852,966	\$143,239	\$0	\$1,852,966	\$1,852,966	5.19%	\$143,239	\$214,858
13	62 / 63	\$1,772,736	\$150,673	\$0	\$1,772,736	\$1,772,736	5.19%	\$150,673	\$226,010
14	63 / 64	\$1,681,042	\$158,493	\$0	\$1,681,042	\$1,681,042	5.19%	\$158,493	\$237,739
15	64 / 65	\$1,576,987	\$166,719	\$0	\$1,576,987	\$1,576,987	5.19%	\$166,719	\$250,078
16	65 / 66	\$1,459,616	\$175,371	\$0	\$1,459,616	\$1,459,616	5.19%	\$175,371	\$263,057
17	66 / 67	\$1,327,910	\$184,473	\$0	\$1,327,910	\$1,327,910	5.19%	\$184,473	\$276,710
18	67 / 68	\$1,180,783	\$194,047	\$0	\$1,180,783	\$1,180,783	5.19%	\$194,047	\$291,071
19	68 / 69	\$1,017,080	\$204,118	\$0	\$1,017,080	\$1,017,080	5.19%	\$204,118	\$306,178
20	69 / 70	\$835,570	\$214,712	\$0	\$835,570	\$835,570	5.19%	\$214,712	\$322,068
30	79 / 80	\$0	\$356,124	\$0	\$0	\$0	0.00%	\$356,124	\$534,186
64	113 / 114	\$0	\$1,989,448	\$0	\$0	\$0	0.00%	\$1,989,448	\$2,984,172
Total Withdrawals:		First 30 Yrs: Cumulative:	\$4,847,470 \$37,951,392				5.19%		

- No strong standalone international LTC solution was available.
- Chose an annuity with a health care multiplier, providing long-term care benefits that remain valid abroad.
- Strategy offers flexibility and peace of mind for international retirement planning.

#### ILLUSTRATION SNAPSHOT

Covered Person (Age): Prim L (51)  
JT Covered Person (Age): Kevin L (50)  
Premium: \$1,500,000.00  
Consultant: Leonard Durso  
RIA Firm: Cannon Advisors  
State: SC

#### ILLUSTRATED WITHDRAWALS

LPA beginning in Contract Year: 9  
LPA Option: Increasing  
RIDER DETAILS  
Rider Charge: 1.00% Annually

<sup>+</sup> Annual Effective Rate over the First Term

<sup>\*</sup> Annual Effective Rate over the First Ten Years

<sup>\*</sup> At issue, Accumulation Value is equal to the single premium.

<sup>^</sup> Does not reflect applicable Market Value Adjustment (MVA). See page 9 for more information.

<sup>#</sup> At the start of lifetime income, annual payments are reflected in the Annual Withdrawals column.

<sup>2</sup> Credited Interest Rate does not reflect the rider charge.

<sup>2</sup> Known as LPA ADL Benefit in your contract. Must meet eligibility requirements. See page 4.

<sup>2</sup> Excess withdrawals beyond the penalty-free amount will incur a penalty.

<sup>1</sup> Subject to any applicable penalty-free withdrawal provisions.

Illustration Date: 04/16/2024  
This illustration is not valid unless all pages are present.  
Single Premium Deferred Annuity Non-Qualified Contract  
Page 7 of 11



Jessica

(she/her)

25 Years Old

Partner

**Mental Model:**

*“Should I follow the traditional career & retirement path even if it doesn’t fit my values?”*

Career: Marketing

Inheritance: \$1M

Net Worth: \$1.5M

**Stated Concerns:**

*“I don’t know how to handle the money from my family—or the privilege and guilt that come with it.”*

*“I’m burnt out and unsure about my career. I don’t care about leaving money behind for the next generation, so how do I figure out what to do?”*

**Addressed by:**

- ✓ Structured 6-month sabbatical: decompress, soul-searching, then new direction
- ✓ Set up DAF to match donations with amount spent on travel to cope with guilt
- ✓ Used 529 to fund educational travel experience for detox from work

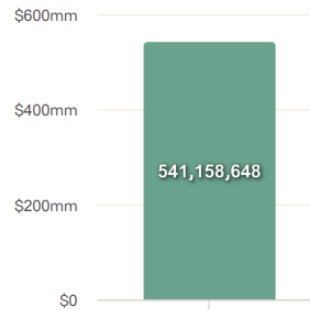


When there’s no next generation to inherit, clients must confront their values early and make intentional decisions about how to use their money during their lifetime



Assets		Liabilities	
Bank	\$208,660	Credit cards	\$153
Invested assets	\$1,517,202	Mortgages	\$0
Real estate assets	\$0	Home equities	\$0
Life insurance cash value	\$0	Student loans	\$0
Other assets	\$0	Other debts	\$0
<b>Total assets</b>	<b>\$1,725,862</b>	<b>Total liabilities</b>	<b>\$153</b>
		<b>Net Worth</b>	<b>\$1,725,709</b>

### Proposed plan





## 6 Month Sabbatical Journey



### **Decompress**

Watch Netflix, garden, hang out with pets  
(2 Months)



### **Soul Searching**

Try things, shadow jobs, take a class, talk to people  
(2 Months)



### **Start New Direction**

Start new business, network for new job, enroll in school  
(2 Months)



## Grant & Laura

(he/him & she/her)

68 Years Old

Married

### Mental Model:

*"We should focus on wealth transfer to the next generation"*

Career: Retired

Net Worth: \$16M

### Stated Concerns:

*"How can we stay active and engaged in retirement without traditional family support?"*

*"We've spent years cutting coupons—how do we start spending guilt-free in retirement?"*

*"When should we start Roth conversions?"*

### Addressed by:

- ✓ Got involved with angel investing, nonprofit boards, TEDx speakers
- ✓ Over 3 years worked to upgrade lifestyle to first-class flights, luxury travel
- ✓ Made charitable giving plan



Instead of wealth transfer, spending can focus on experiences, philanthropy, and personal growth.

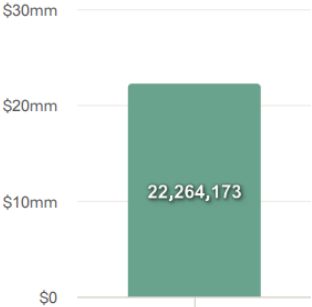


Assets	
Bank	\$1
Invested assets	\$15,793,327
Real estate assets	\$775,000
Life insurance cash value	\$0
Other assets	\$70,000
<b>Total assets</b>	<b>\$16,638,328</b>

Liabilities	
Credit cards	\$0
Mortgages	\$0
Home equities	\$0
Student loans	\$0
Other debts	\$0
<b>Total liabilities</b>	<b>\$0</b>

\$16,638,328

Proposed plan





## Starting Point: Tax Optimization Mindset

- **Client Viewpoint:** Believed Roth conversions would save on taxes over time.
- **Key Insight:** Client won't need the funds—greater tax savings by donating the IRA to charity.
- **Planning Pivot:** Shifted from tax optimization to legacy planning through charitable giving.

## End Result: Values-Based Planning

- No Roth conversion on \$3M traditional IRA.
- Discussed charities they would like to donate to.
- Charities will receive the full value of the IRA tax-free.
- Keeps taxable income low during retirement.
- Lifestyle spend increased



## Couple Dynamics

- **Grant has always handled the finances.** Initially, Grant was the only one to speak in meetings
- **What happens if Grant Dies?** Initially the plan was to have Vanguard as trustee
- **No reliable family or friends.**

## Estate Plan

- **Financial POA, Trustee, Executor** - possible through local trust company.
- **Medical POA** Not possible
- **Childfree Trust®** - Developed for clients like this, offered through Childfree Legacy™. (Coming Fall 2025 - <https://childfreelegacy.com> )





Ann

(she/her)

45 Years Old

Single

**Mental Model:**

*“I need to focus on saving and growing my wealth to ensure a comfortable retirement.”*

Career: Full-Time

Salary: \$150,000

Net Worth: \$1M

**Stated Concerns:**

*“For retirement planning, what do I need to be thinking about in terms of where I put savings so I can retire before the traditional retirement age?”*

*“How should I approach planning for a career break or sabbatical?”*

**Addressed by:**

- ✓ Sabbatical planning
- ✓ Monte Carlo originally showed she could die with \$30-50M if retiring at 54, underscoring the need to focus on enjoying life rather than growing her estate.
- ✓ Emphasis on simplifying finances to make life amazing.

💡 By putting life planning first, Ann can ensure her financial plan supports her lifestyle goals.



**You make the call: Watch how we addressed Ann's planning needs [HERE].**



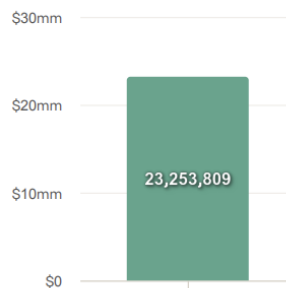
### Assets

Bank	\$67,607
Invested assets	\$739,697
Real estate assets	\$444,600
Life insurance cash value	\$0
Other assets	\$0
<b>Total assets</b>	<b>\$1,251,904</b>

### Liabilities

Credit cards	\$1,917
Mortgages	\$138,049
Home equities	\$0
Student loans	\$0
Other debts	\$2,452
<b>Total liabilities</b>	<b>\$142,418</b>
<b>Net Worth</b>	<b>\$1,109,486</b>

### Current plan





- **Navigating major life transitions:** Clients are dealing with life changes like marriage/divorce, career changes, sabbaticals, moving abroad, or retirement and want to understand how these events impact their budget, savings, and financial security.
- **Investment strategy and risk:** Clients are concerned about portfolio risk and are looking for simplified, passive, and diversified investment strategies to support long-term growth.
- **Estate and legacy planning:** Many clients do not plan to pass on wealth—especially real estate—to family members and instead want a “die with zero” approach. This philosophy, popularized by the book *Die With Zero* by Bill Perkins, emphasizes intentionally spending or giving away money throughout one's lifetime to maximize life experiences, personal fulfillment, and charitable impact, rather than leaving behind a large estate.
- **Long-term care and aging without children:** Clients are planning to age in place and want help setting up powers of attorney, support networks, and professional care options.
- **Simplifying finances for peace of mind:** Clients are seeking to consolidate accounts, reduce complexity, and make their financial lives easier to manage as they age or face life transitions.

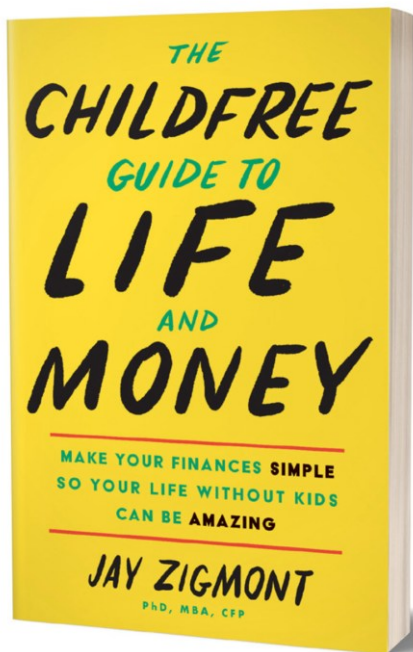


# Key Takeaways for Planners



- **Simplified Finances = Amazing Life:** A focus on simplifying finances helps clients enjoy their retirement and lifestyle goals, minimizing the burden of complicated wealth management.
- **Life First, Legacy Second:** For Childfree clients, the priority often shifts toward lifestyle and personal fulfillment over traditional wealth transfer or family planning.
- **Tailored Strategies:** One-size-fits-all financial advice doesn't apply—customized strategies such as sabbaticals, career pivots, and unique investment and estate planning solutions are key.
- **Psychological Needs Matter:** Emotional factors, like guilt or burnout, should be addressed through financial planning tools that align with clients' values and desires.





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