

# Family History and Legacy Preservation: THE STORIES AND VALUES BEHIND THE WEALTH

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**Along with preserving wealth, families can now preserve and bequeath their legacy – the stories and values that explain their success – through a professionally produced video.**

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## **Film and video are fast becoming the medium of choice for present and rising generations to understand their roots and family history.**

With 21st century technology, the matriarch and patriarch of the family are able to share their stories and educate their families, thereby enabling families to gain a new and deeper understanding of the family's formula for success, an appreciation for the blood, sweat, and tears behind the creation of a family business, overcoming obstacles and an intimate perspective into the values most important to their parents, grandparents and great grandparents.

## **Our lives are made up of the stories that will educate, motivate, comfort, inspire, mentor, and entertain present and future generations.**

Thus, those lives and stories need to be properly documented, shared, and presented via a medium where they will be most understood and appreciated. A professional interviewer from an experienced company which can produce a quality video or film can bring those stories to life, resulting in many benefits for generations to come.



In their family's experience in preserving their history, Marty and Marlene wanted to make sure that despite the wealth they were passing down to their children and grandchildren, those family members would be motivated to continue the philanthropy and tradition of giving back to the community. By sharing their stories of hard work in building the business and their community involvement and philanthropy, the strong messages of their values came through very clearly in the video documentary of their lives. And in the video's "Ethical Will" section, Marty and Marlene clearly articulated that any inheritance would come with an expectation of self-sufficiency, philanthropy, and caring for those less fortunate.

## **When we ask parents to share their stories, we honor their lives.**

Legendary businessman and real estate pioneer, Bill, built up the largest residential and commercial real estate companies in the western United States. His daughter engaged a legacy preservation film production company which preserved his life story and secrets to success. At the time, Bill's grandson was in college and dreamed of one day taking over his grandfather's real estate empire. Sadly, before this could happen, Bill developed Alzheimer's disease. But the roadmap to his secrets for success in life and in business was well documented in Bill's own words in the film produced for this family. For Bill's grandson, this film is priceless.

## **As we pass down our stories, we give future generations an invaluable gift.**

Cat, a cowgirl and a rancher, was a descendent from a billionaire family on the East Coast. She decided to donate her beautiful ranch property to a non-profit acquiring and maintaining land for open space for the public. As part of her life history film she gave the background to her choices so that future generations could learn from her example.

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## Children gain a sense of their roots, learning that they belong to something bigger than themselves.

Sabina and Hirabai grew up in the Gujarat Province of India. They were simple farmers, living in a hut with buffalo dung floors and only two rooms – one for the humans and one for the animals. They moved to London and then the U.S. where their son built a highly successful international hotel management company. Having a family history film meant so much to them, almost like a time machine. In this way, they built a connection with their descendants born in America, bringing to life their fascinating rags to riches story, while sharing their culture, religion and tradition. They created a bridge from the past to the future.

## We tell our stories to transform ourselves, and relive our experiences to transcend them and teach our children.

Many people find the process of reliving their life very cathartic. After recounting their many achievements and obstacles overcome during a lifetime, many people realize how strong they have been. Through this process, they feel like they can handle anything. Irving's family arranged for his family legacy to be produced on film. But shortly before the first day of filming, he received a terminal cancer diagnosis and wanted to cancel. His family urged him to keep the film date and he reluctantly agreed. Recounting the many wonderful memories of his life was much like counting his blessings, and on the last day of filming he said, "I realize I've had a very long, full and wonderful life. I feel that it's okay to go now." Irving's children said that having their father's life history on film made their loss a little easier to bear because they had a part of him in perpetuity.

## Adult children see their parents and in-laws from a new perspective and gain a deeper understanding and appreciation of their lives.

A family video can lead to healing of wounds, sometimes based on misunderstandings. Rita felt taken for granted for everything she did for her in-laws who lived in her family's home. But after she watched her in-laws' family legacy film she said, "Hearing them call me a daughter, not just a daughter-in-law and describe in great detail how much they appreciate me and all the ways I care for them, changed my outlook and changed the entire atmosphere in our household."

## There's an African saying, "When an elder dies, it's as if an entire library has burned down".

But with today's technology, the library can be preserved. A professional documentary of a family's story not only will capture the volumes in that library, but also will give voice to each family member's personality, sense of humor and values and enable the library to thrive for generations.



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produces feature film quality  
life histories throughout the

U.S. and around the globe. Susan Brody, President, works with you, the trusted family advisor to add value to your services in providing an unforgettable experience for the families you serve, while connecting you in a powerful and incomparable way to the rising generation. Our films highlight your essential role in the preservation of the family wealth, and help you prepare your families for the future.

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