

# SUDDEN MONEY<sup>®</sup> INSTITUTE



Susan Bradley the recognized leader in the area of Sudden Money, works with clients throughout the world. She has been featured extensively in print, on radio, television and via the Worldwide Web, and has appeared in/on iVillage Live, MSNBC, CNBC, CNN, NPR, The Wall Street Journal, Money Magazine, MORE Magazine, the New York Times and many more.

*NEW YORK*  
nymag.com

Rich Kid Syndrome  
by Jennifer Senior

Almost everyone who's ever worked with rich children or their parents has a making-the-bed story.

It's a chestnut, a cliché almost, a cautionary tale about the first twinkle of entitled behavior in a lifetime of potential cupidity, and it goes something like this: Mom wanders into the bedroom, notices her child's bed is still in a rumple, and asks the child to tidy it up. The child, usually about 7 and suddenly wise to the hidden economy of the house, replies, "That's not my job. She's paid to do that," and points to the housekeeper. Susan Bradley, founder of the Sudden Money Institute, once ran a forum for wealthy parents at which one of them reported that their child was paying the housekeeper to make his bed. "And everyone thought this was hilarious and very enterprising, showing early business capabilities and that kind of thing," says Bradley. [More...at suddenmoney.com](http://suddenmoney.com)

**More.com** Celebrating  
women 40+

Money Changes Everything: Financial Windfalls  
By Kate Ashford

MORE found three women soon after they got sudden windfalls and asked them to tell their stories. Whether by accident or design, all were doing the right thing: nothing.

"You need to let the money sit while you consider your priorities and goals," says Susan Bradley, certified financial planner and founder of the Sudden Money Institute. "Only make essential decisions, like how to pay the taxes." We put them in touch with financial advisers to help them figure out what to do next -- and they ended up with sound advice on dealing with large sums of money." [More...at suddenmoney.com](http://suddenmoney.com)

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## WEALTH MANAGER

Nurturing Clients  
by Marie Swift

Sudden money advisor Susan Bradley explores the places where financial planning meets human emotion. After nearly two decades of working directly with clients, Bradley, founder of the Sudden Money Institute ([www.SuddenMoney.com](http://www.SuddenMoney.com)), now devotes her practice to helping clients who experience sudden money. By creating new wealth orientation programs and developing the Financial Transitions Planning protocols for recipients of "sudden money" and their families she blends life planning and financial planning to accommodate the emotions and concerns that surface whenever a sudden money event occurs in a client's life. [More...at suddenmoney.com](http://www.suddenmoney.com)

## FINANCIAL POST

Sudden money brings sudden issues  
by Sarah Dougherty

Bradley's first tip for coping with sudden wealth is to take a "proactive timeout from making non-essential decisions. It sounds pretty intuitive and logical, but it's difficult to put into practice, for the person, the planner, the family," she said. She then helps clients fend off impulsive decisions, find advisers and test out what is financially possible with their newfound wealth. [More...at suddenmoney.com](http://www.suddenmoney.com)

## NBC NEWS

Don't be rash with sudden cash — spend wisely  
TODAYShow.com contributor, Jean Chatzky on what to do if you  
come into new money...

That's where Susan Bradley and her Sudden Money Institute come in. Some time ago, Bradley realized that there was a gap in the financial-planning market. People hit with large amounts of money — from an inheritance, a fantastic new job or the lottery — were struggling to adjust. "We all have ideas of what more money would do for us and what we would do with it," says Bradley. "But even if you think you're prepared for it, my experience is that it's usually different than what we expect. It's more complex, and has more human elements than financial elements."

[More..at suddenmoney.com](http://www.suddenmoney.com)

## THE WALL STREET JOURNAL.

SATURDAY, MAY 27, 2006

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*Inheritance Planning Without Grief*  
by Rachel Emma Silverman

There's even the Sudden Money Institute, of Palm Beach Gardens, Fla., which provides financial guidance and emotional support for those who receive unexpected windfalls...

## JAMES DICKS MAGAZINE

*Susan Bradley ONE-ON-ONE*  
by Jack Lott

"There's something pretty big going on. The financial community is just beginning to realize that the area of interior finance, the personal side of the issue, ends up being equally complex and equally difficult as the exterior, or the numbers side." [More...at suddenmoney.com](http://www.suddenmoney.com)