

GARY PREISSER

FINANCIAL EDUCATOR | AUTHOR | SPEAKER

CODIFIER OF THE FUNCTION OF WEALTH

“The value of wealth is its ability to fulfill its purpose when it is required.”

Gary codified the Function of Wealth, a framework that uses **Purpose and Timing** to **determine Design and optimize Function**.



PURPOSE → TIMING → DESIGN → FUNCTION

SIGNATURE CONVERSATIONS

The Function of Wealth

What is wealth actually supposed to do?

Why accumulation and performance are incomplete measures of financial success.

Better Questions, Better Decisions

What if the problem begins before the recommendation?

Why changing the questions - and their sequence - can change financial outcomes.

When Wealth Stops Functioning

Why can wealth look successful and still fail when needed?

Timing, liquidity, volatility, risk, and why a portfolio is not a plan.

Measuring What Matters

How do we know whether wealth is prepared to work?

Functional Capacity, performance versus function, and measuring before the moment of truth.

Designing Wealth That Works

How should Purpose and Timing affect Design?

Why financial tools should follow the requirements of the job rather than determine them.

ABOUT GARY

Gary Preisser is a financial educator, author, speaker, and cofounder of Stonebriar Wealth Advisors. Over more than 25 years, his work has spanned tax preparation, business financial decision-making, wealth management, and investment management. He codified the Function of Wealth after recognizing that principles used to define, design, measure, and improve function in other disciplines were not being systematically applied to wealth.

SIGNATURE IDEAS

- Assets are not trophies. They're tools.
- A portfolio is not a plan.
- Risk is not simply volatility. Risk is needing an asset at the wrong time.
- Measure before the moment of truth - while there is still time to improve.

FEATURED MEDIA

TIME Brand Studio

Functional Wealth and Why Purpose and Timing May Redefine Financial Planning for the Future

- Wealth With Purpose, Not Performance
- Designing Wealth With Purpose
- Why Retirement Planning Starts With Purpose, Not Risk

PUBLISHED WORK

The Essence of Wealth • The Differentiators of Wealth • The Cash Flow Clock
• The Timing of Tax • The Timing of Risk

MEDIA & SPEAKING

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