

# THE WOLFF COMPANIES

**W**orking with family businesses and high net worth individuals to help them reach their short-term and long-term financial goals.

Wolff-Zackin and Associates was founded in 1954 by Thomas Wolff and was one of the largest insurance agencies in Connecticut, providing all types of insurance. In 2001, Wolff-Zackin's property/casualty and group health business were

accounts. The planning that The Wolff Companies offers is directly connected to the long-term financial success of their clients.

They feel that being a family-run business enables them to be better advisors to other family businesses. The Wolffs can relate to their clients' problems and understand what it is like to work with siblings and children. Being able to relate on a personal level makes a difference in helping clients achieve their goals and objectives.

Ninety percent of their clients are closely-held and family-owned businesses. The Wolffs often have meetings with the entire family to help them identify their goals and any potential challenges that may arise. They then help "quarterback" the planning process in working with the client's other advisors (i.e. attorney, accountant) to be sure that everyone stays on track and the planning objectives are achieved. The clients appreciate the fact that their interests are the Wolffs' top priority and that they are not just interested in selling products.

Greg, Gary and Keith have almost 80 years of combined experience in the financial planning and life insurance field. They work with more than 5,000 clients. Their top priority is the relationship with the client, to be a trusted advisor and to assist the client in every way possible. Greg, Gary and Keith are committed to making sure that "Service Beyond The Contract" is not just a family motto, but a reality that impacts every client.

The Wolff family is one of the most well-known families in the financial planning and insurance industries. Tom created two selling systems Financial Need Analysis (FNA) and Capital Need Analysis (CNA) that companies and financial planners use to help clients with their planning. The systems were created in the 1970s and were different than anything that had been used before. Both of these selling systems are still being used today. Greg and Gary helped Tom in those early years with schools that they ran where financial planners came to



*Tom and Bette Wolff.*

sold to Webster Bank, but Greg, Gary and Keith Wolff, all experienced financial planners and insurance advisors, kept their boutique financial planning and life practices.

They subsequently formed The Wolff Companies along with Debi (Wolff) Davis as office manager, and eight support staff. Their practice focuses on business and estate planning, specifically helping clients with wealth accumulation and preservation, business succession, exit strategies, retirement planning and income and estate tax savings. The firm helps clients with purchasing life insurance, disability insurance and long-term care insurance and manages 401(k) and other types of retirement plans as well as individual investment

**Year founded:** 1954

**Location:** Manchester

**Employees:** 12

**Product or Service:**  
*Insurance & Financial Planning*



*L to R, back row: Gary and Greg. Front row: Keith and Debi.*

Connecticut from all over the country to implement FNA and CNA into their practices. Since then, Greg, Gary and Keith have spoken throughout the United States to show financial planners how they use the FNA and CNA systems. There are more than 100 companies that have used these selling systems to train their brokers and advisors.

Founder Thomas Wolff, who passed away in October of 2008, and his wife, Bette, were not only successful in business, but they were successful with their family. Greg, Gary, Debi and Keith all feel blessed to have had such loving, caring parents (grandparents). They respect and work well with each other. Tom and Bette taught everyone from a young age, that family comes first and Bette continues to be a guiding influence of their close-knit family.

The Wolff family also feels strongly about giving back to the community. Greg, Gary and Keith have been very involved in their

communities by serving on a variety of charitable organizations and community boards. Tom, Greg and Debi attended the school and the other Wolff family members have adopted UConn and made the school one of their top charitable endeavors. Tom and Bette have donated well in excess of \$2 million to the University of Connecticut and established the Thomas and Bette Wolff Entrepreneurship Program in 1998, which has given \$10,000 each year to the brightest entrepreneurs. Today, Greg, Gary and Debi sit on that program's board.

The family also sponsors four athletic scholarships and the UConn swim team's pool is named after their company, Wolff-Zackin (Greg was a swimmer and team co-captain at UConn, 1970-74). The Wolff family truly feels that giving back is essential and that in doing so they get back much more than they give.