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## NOUVEAU RICHE?

Not everyone can sell a company and join the high-net-worth club. But if you're among the fortunate few you may be interested in Tiger 21, an organization providing peer-to-peer learning for high-net-worth individuals.

Started in New York City by Michael Sonnenfeldt, the group meets to discuss budgeting and family issues, such as "How do I keep what I earned?" and "Talking to my kids/spouse about money," as well as more technical financial issues like "How should I set up the sale of my company to get the best advantages in retirement?"

Sonnenfeldt says he started the group six years ago in response to his own needs for support and knowledge after he sold his real estate investment business, which at the time had assets of \$1 billion spread over 200 properties. "It's hard to find the right environment to ask elementary questions when most people expect you to be an expert," he explains.

Managing new wealth is obviously a common concern among the members, so lessons on investing are a large part of the Tiger 21 curriculum. "Each of us is expert at something particular to our specific industries, but we aren't expert at investing," says Sonnenfeldt. "Now, as an investor, the world becomes more complex—exactly at the moment you've lost the infrastructure you had as a CEO.

Today, Tiger 21 has about 30 members with net worths from \$15 million to \$100 million each. Those members are divided among three separate groups that meet one full day per month. The result is strong peer relationships that build trust, loyalty and mutual support. Current groups are centered in New York City (though one splits its time between New York City, and Boca Raton and Fort Lauderdale, Florida), but Sonnenfeldt expects to have several satellite groups operational soon. So if the \$20,000 annual membership fee fits your budget, you can find more information at [www.tiger21.com](http://www.tiger21.com).