

## Money Illusion

People confuse the actual dollar amount with the buying power of dollars.



include *a charity*  
Help the work live on.

## Gifts in Wills - Nudge Cards

Behavioural Economics  
guide to nudge the  
unconscious mind



## Mental Accounting and default bias

We compartmentalise  
and treat money  
differently depending on  
where it came from and  
where it is going.

## Wedded

We are tied to our first  
decision and pretty  
committed to keep things  
the way they are.



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Our relationship with money

## Money Illusion



### Application:

There is a Will gap and in that time  
the value of money can change.  
For example, real estate has  
grown 30% in last 5 years.

Our relationship with money

## Wedded



### Application:

The first Will and the first time a  
charity is included in the Will are  
critical decision points.

Our relationship with money

## Mental Accounting and default bias



### Application:

In Australia, Wills are viewed as a 'family  
document' where most assets are  
distributed to family members. Most  
wills provide for equal shares for children  
regardless of the pattern of resource  
exchanges across the life course.