EXECUTIVE SUMMARY

Turning Tax Reform into Client Strategy: Unlocking Planning Opportunities under the OBBBA

Presenter: **Kyle Fleming, CFA®**, Senior Director, Product Strategy, SS&C Black Diamond Wealth Solutions

Moderator: **Timothy D. Welsh, CFP®**, President, CEO & Founder, Nexus Strategy

Host: **David Armstrong**, Executive Director, Content, Wealth Management, Informa Connect

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KEY TAKEAWAYS

- OBBBA offers an opportunity for long-term financial planning.
- Advisors can analyze the impact of the OBBBA for four distinct client segments.
- Permanent provisions represent high-impact planning opportunities for high-net-worth clients.
- Sunsetting provisions targeting high-wage professionals require immediate attention.
- One of OBBBA's most disruptive changes is to charitable giving.
- Enhance relationships with business owners by taking the conversation beyond taxes.
- Advisors can start immediately with a 90-day action plan.
- SS&C Black Diamond Wealth Solutions can help transform policy analysis into client value.

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OVERVIEW

The One Big Beautiful Bill Act (OBBBA) passed in July 2025 is the most significant tax legislation in years. It offers a rare window of relative certainty in federal tax law. This presents advisors with an important opportunity to engage strategically with key clients, strengthening their practices for the future.

Four high-value segments of clients are impacted by different provisions and merit targeted communications and planning. The four segments are high-net-worth families, high-earning W-2 professionals, small business owners, and young families.

The key is for advisors to translate policy changes into value for clients, leveraging this inflection point to deepen relationships and build trust. After analyzing the impact for each client segment, advisors can capitalize on this moment with a 90-day action plan that focuses on high-value clients, leverages a robust center-of-influence network, and introduces productive conversations.

CONTEXT

Kyle Fleming of SS&C Black Diamond® Wealth Solutions described how changes in federal tax law present a unique opportunity for advisors.

KEY TAKEAWAYS

OBBBA offers an opportunity for long-term financial planning.

Signed into law in July 2025, OBBBA represents the most significant tax legislation in a decade, ending years of uncertainty. Thus, OBBBA provides a rare window of clarity for advisors and clients, enabling longer-term planning.

> "We find this to be a very rare window of clarity in all things tax and government related."
>
> – Kyle Fleming, SS&C Black Diamond Wealth Solutions

The OBBBA contains some permanent provisions that will drive longer-term planning, and some that sunset, lending urgency. Even "permanent" tax changes are subject to changes by Congress in the future, so preserving optionality for clients is key.

As a whole, it is vital for advisors to identify key provisions that can drive client conversations, deepen advisor-client relationships, and build trust. Forward-thinking advisors will use this opportunity strategically to build their practices.

Table 1: OBBA at a glance

Permanent	Temporary (Act Now)
• TCJA personal and corporate tax rates, brackets, and increased standard deduction. • 20% QBI deduction for pass-throughs. • Estate and gift tax exemption raised to $15M individual/$30M couple. • Child tax credit set at $2,200, indexed to inflation. • 100% bonus depreciation; full expensing of U.S. R&D costs.	• SALT deduction raised to $40,000 — tax years 2025–2029. • $6,000 senior deduction (age 65+) — through 2028. • "No tax on tips/overtime" deductions — through 2028. • Auto loan interest deduction — through 2028. • Most clean energy credits sunset in 2025–2026.

Advisors can analyze the impact of the OBBBA for four distinct client segments.

Although the bill touches on every household above the standard deduction, these four client segments offer a framework for advisors to focus on, as these segments are most likely to be impacted by specific provisions of the OBBBA.

Table 2: Client segments to prioritize

High-net-worth families	Estate exemption Charitable giving rules Multi-year gifting strategies
High-earning W-2 professionals	SALT changes for those who itemize New deduction limits
Small business owners	Change to QBI Bonus depreciation
Young families	Child tax credits Trump Accounts Expanded uses for 529 plans Child care credits

Homing in on how these key provisions affect these segments gives advisors a template for outreach, whether prospecting with targeted messages or deepening relationships with existing clients.

> "The 'tax alpha' can save any discussion around fees and demonstrate value in a very tangible way."
>
> – Timothy D. Welsh, Nexus Strategy

Permanent provisions represent high-impact planning opportunities for high-net-worth clients.

For high-net-worth clients, permanent changes, such as the estate tax exemption being set at $15 million per individual ($30 million per couple), suggest one of the most meaningful legacy planning opportunities for advisors and clients in years. This provision has no scheduled sunset, while the 2026 sunset under the TCJA is eliminated, relieving pressure to use exemptions. Gifting and other intergenerational transfer changes may warrant reexamination of existing irrevocable trusts.

In many ways, **young families** are the high-net-worth pipeline, making it worthwhile for advisors to cultivate these relationships and focus on features such as child tax credits, 529 provisions, and Trump Accounts.

Sunsetting provisions targeting high-wage professionals require immediate attention.

While many provisions are permanent, others are temporary and require immediate action. The state and local tax (SALT) deduction limit was raised to $40,000 but is scheduled to revert in 2030, creating a narrow window for **high earners in high-tax states** to maximize deductions. This change represents the most modeling-intensive provision of the law, with the complex interactions making selecting partners and planning software essential.

> "Finding the right planning partner, integrating the right data, and having that at your fingertips is obviously something that we preach quite a bit."
>
> – Kyle Fleming, SS&C Black Diamond Wealth Solutions

Table 3: Provisions of OBBBA that require modeling for high-earning W-2 professionals

SALT window — 2025 through 2029	Cap raised from $10,000 to $40,000 with a 1% annual increase. Phases down 30¢ per $1 of MAGI between $500K and $600K, reverting to $10,000 in 2030. Creates an effective marginal tax rate of ~45.5% for some taxpayers in the phaseout band.
New 35% itemized deduction ceiling for the 37% bracket	Top-bracket itemizers get 35¢ of tax savings per $1 deducted instead of 37¢. The "Pease" limitation is repealed and replaced with a simpler cap.
Roth conversion and AMT	Permanent brackets enable multi-year Roth conversion modeling. AMT phaseout thresholds drop to $500K/$1M in 2026, and the phaseout rate doubles to 50%, creating a "bump zone" with ~42% effective marginal rates.

One of OBBBA's most disruptive changes is to charitable giving.

OBBBA introduces new "floors" that effectively reduce the tax benefit of steady charitable giving. Individual itemizers now face a 0.5% AGI floor (e.g., "losing" the first $5,000 of deductions on a $1 million income), while corporations face a new 1% corporate floor.

Advisors can help clients navigate this in several ways:

- **Model acceleration.** Use the 90-day window to run charitable giving acceleration analyses to determine if bunching donations is more effective under the new 35% deduction cap.
- **Reclassify for businesses.** Evaluate if corporate contributions can qualify as Section 162 ordinary business expenses, like sponsorships (with proper documentation), in light of the new corporate floor and avoid permanently lost deductions for steady mid-range giving programs.

Enhance relationships with business owners by taking the conversation beyond taxes.

Small business drives the U.S. economy. There are over 36 million small businesses nationwide, and they employ nearly half of the private sector workforce.

The tax provisions in OBBBA for small business owners are significant and should not be overlooked, but there is more in OBBBA for small businesses; the tax provisions can simply serve as a launching pad. It is also worth talking with small business clients about changes to qualified business income (QBI), as the 20% QBI deduction is now permanent.

Table 4: Other topics to discuss with small business owners

Headline provisions	20% QBI deduction is now permanent. Pass-through phaseout ranges widen in 2026 to $75K single/$150K joint. 100% bonus depreciation for qualifying property placed in service after January 19, 2025. Section 179 limit raised to $2.5M. Full expensing of U.S. R&D, including a retroactive election for 2021–2024.
Qualified small business stock (QSBS)	Section 1202 exclusion raised from $10M to $15M, with new tiered exclusions (50% at 3 years, 75% at 4 years, 100% at 5+ years) for QSBS acquired after July 4, 2025.
Watch-out	Federal Medicaid and SNAP cuts may indirectly raise employer costs through absenteeism, turnover, and benefits expectations. A new 1% corporate charitable giving floor takes effect in 2026.

This conversation is an entry point for a broader relationship with business owner clients. Survey data shows that clients value communication and trust with advisors above all. Advisors are the most trusted resource for exit planning, yet 56% of business owners lack a formal succession plan—even as their business typically represents 60-80% of the owners' wealth. Approximately half of business exits are unexpected. The advisor who leads on business and succession planning today owns the next decade of relationships. Advisors have the opportunity to assume a "quarterback" role for these clients, leveraging a network of experts.

With business owners making up a large portion of the typical advisor's client base, advisors can add strategic value by facilitating conversations on important questions for every business owner, such as revisiting the entity structure, considering accelerating Capex, and looking at reinvesting, distributing, or transitioning.

Advisors can start immediately with a 90-day action plan.

The **90-day action plan** helps advisors put these ideas into practice with a structured approach.

- In the first 30 days, **segmentation**. Segment book of business into the four core segments: HNW families, small business owners, high-earning W-2s, and young families.
- **Identify your top five business owner clients** and schedule meetings with them.
- Design a strategy for **all other clients**.
- Days 31-60, **run scenario models**. Run charitable giving acceleration analyses for itemizing clients.
- **Model estate strategies** for clients above the $15M/$30M threshold.
- **Build multi-year Roth conversion models** for top high-earning W-2 clients.
- By Day 90, finalization and **education**. Host a client education event.
- Establish or reaffirm c**enter-of-influence (COI) network** with five tax and estate specialists.
- Update all **client communication** templates with OBBBA language and review your tech stack's capabilities against these new planning needs.

Figure 1: Five areas where advisors can add strategic value

Also, think about how to leverage insights about OBBBA into productive client interactions. These **communication methods** package an advisor's knowledge into client-ready conversations.

- **Lead with questions, not provisions.** Productive conversations help surface and address clients' concerns, rather than centering a discussion around tax provisions. Open-ended questions, such as, "What's changed for your business in the last six months?" can be productive.
- **Developed segmented communications.** Instead of a general update on OBBBA, send targeted versions to each client segment that focus on what matters most to each segment.

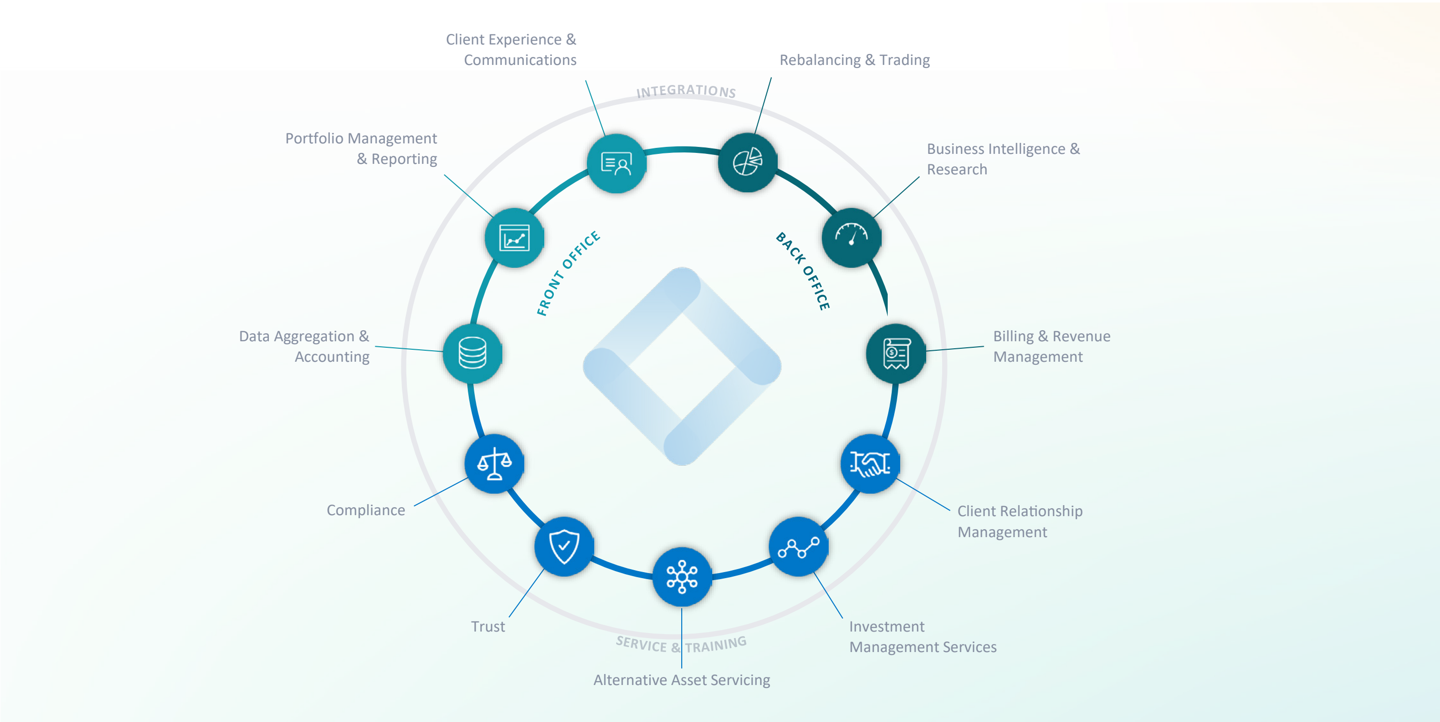
> "Ultimately an advisor's job is to translate this complex policy into client value."
>
> – Kyle Fleming, SS&C Black Diamond Wealth Solutions

- **Model the "cost of inaction."** When discussing scenarios with clients, use real dollars to demonstrate the cost of inaction. This is more impactful than abstractions.
- **Host collaborative virtual events.** Leverage center-of-influence network of CPAs and estate attorneys (OBBBA is a good hook to reconnect). Consider hosting virtual sessions specifically for small business owners.

SS&C Black Diamond Wealth Solutions can help transform policy analysis into client value.

To turn complex policy changes into tangible client value, SS&C Black Diamond Wealth Solutions provides a unified platform featuring tax-aware rebalancing, multi-generational reporting, and a secure document vault to foster seamless collaboration among advisors, clients, and partners, like CPAs.

Figure 2: With SS&C Black Diamond Wealth Solutions, every corner of a firm connects



ADDITIONAL INFORMATION

To learn more, visit SS&C Black Diamond Wealth Solutions

BIOGRAPHIES

Kyle Fleming, CFA®

Senior Director, Product Strategy
SS&C Black Diamond Wealth Solutions

Kyle Fleming works in Product Strategy & Development for SS&C, with a focus on the Black Diamond® Wealth Solutions. Kyle has worked in the financial technology space for more than 12 years and specializes in product strategy, product marketing, new ventures, and cross-platform initiatives. Kyle also spends his time consulting and working with the users of SS&C Black Diamond to understand their needs and the problems they fact. Kyle leads a team of Product Managers on a mission to create valuable software and experiences for wealth managers and their clients.

Kyle is a CFA® charterholder, a member of the CFA Institute and CFA Society of Jacksonville, FL, and a proud alumnus of the University of North Florida.

Timothy D. Welsh, CFP® (Moderator)

President, CEO and Founder
Nexus Strategy, LLC

Timothy D. Welsh, CFP® is President, CEO and founder of Nexus Strategy, LLC, a leading consulting firm to the wealth management industry. Nexus Strategy's primary focus is working with leading organizations to best market their products, services and technology to the independent Registered Investment Advisor (RIA) industry.

David Armstrong (Host)

Executive Director, Content,
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David Armstrong oversees editorial operations for the Informa Wealth Management Group which includes WealthManagement.com, Trusts & Estates and WMRE. He also contributes to the development of content strategy for RIA Edge, RPA Edge, WealthStack, Inside ETFs and WMIQ research.

His journalism career began at Fox News, where he was one of the first business reporters for Foxnews.com. At Forbes magazine for eight years, he covered everything from entrepreneurs to technology to finance. David was also a co-editor of the Forbes 400, the annual ranking of the 400 richest people in America.

As senior editor at HNW, a boutique marketing company, Armstrong crafted messages and communications directed at high-net-worth clients of financial advisors from clients including Merrill Lynch Wealth Management, Wells Fargo, UBS and Northern Trust.

He is a graduate of the University of Wisconsin-Madison and has taken post-graduate courses at the New School for Social Research.