

# Priceless

**A**s fate would have it, when Anne Nilsson and her girlfriend walked across the parking lot toward one of hottest nightclubs in Newport Beach, California, Richard Price was pulling out of a parking space in his sleek silver Mercedes Benz E350.

When Anne saw him, she walked over to his open window and jokingly asked for the keys to the car.

“Which ones do you want – the ones to the Mercedes or the Ferrara?” Richard quickly snapped back, jokingly. With rapid-fire response, Anne shot back: “I’ll take both.”



**Richard and Anne Price met in a fairy tale-type story and got married. Despite divorcing, they are still the best of friends.**

They both laughed loudly. That was the moment Anne met Richard—a moment that changed their lives forever. The year was 1986. She had just come to the U.S. from Sweden and had planned to stay for a year. She wound up staying for good.

All because of Richard Price.

“He’s an absolutely wonderful person who I love very much,” she said of Richard, whom she married in 1987.

The couple divorced 15 years later but as Anne says, “We’re still the best of friends.”

That’s why Anne decided to create this special editorial tribute to Richard – for the special person and true friend he had been to her for 30 years.

“He is the most influential person in my life,” she says.

Thanks to Richard, Anne wound up becoming one of the top equestrian riders in the world.

When the couple first hooked up, Anne's interest in horses was rekindled. At the same time, Richard developed an interest in horses because of Anne. He purchased several horses and invested a significant amount of money to help Anne attain her dream of riding in the World Cup, World Championships and the Olympics.

**W**ith Richard always by her side, Anne placed in several World Cup competitions, earning her a spot in the World Championships as the No. 1 rider for the Swedish team. She was unable to compete, however, because her best horse sustained a leg injury and none of the other horses were equipped to handle the strenuous and fierce world-class completion.

It was sheer heartbreak for Anne—and for Richard, too.

Nevertheless, because of Richard, Anne was still given the golden opportunity to compete on the world's biggest stage, providing her with treasured and priceless memories for a lifetime.

“He supported me unconditionally,” she says. “He’s an amazing person. If I had a quarter to my name, he’s the person I’d call.”

As a result of Richard's support and belief in Anne, she was able to build a successful business in the horse industry. She not only gives riding lessons today, but she still rides professionally.

Meanwhile, despite their divorce, Richard still provides Anne with a lot of happiness. They spend quite a bit of time together, and when Anne remarried and had her son Nolan, Richard emerged as a grandfather-like figure to the child.

“They adore each other,” Anne says, glowingly. “He’s exactly like a grandfather to Nolan. It’s wonderful and adorable.”

Richard's life has been an eventful-packed drama and passion play filled with success, peaks, valleys and



Anne Price riding her horse Dominique.

wealth—and more peaks and valleys and success.

“He’s working on becoming a millionaire for the third time,” Anne says. “Amazing, huh?”

**R**ichard was a pioneer in the 1950s, going door-to-door selling an all-purpose soap product that became an industry leader. He became a millionaire in the process. Later, he launched an aluminum business that helped him become a millionaire for the second time.

Now, at the age of 70, he is in the midst of another career, this time as an estate planner for Verdant Capital One, his own Newport Beach-based company.

Anne has no doubt that Richard will be quite successful in his new venture.

“He’s a battler, a survivor,” she says. “If I had to bet on anyone, I’d bet on Richard.” ♥

**“[Richard has] supported me unconditionally. He’s an amazing person. If I had a quarter to my name, he’s the person I’d call.” — Anne Price on her former husband and best friend Richard Price**