



# The Family Office Enterprise

The Evolution of the Modern Family Office

## Presented by

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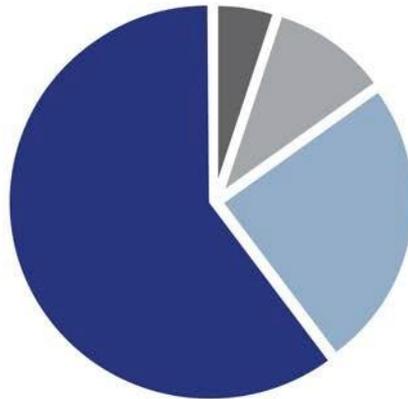
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# Perpetuating Family Wealth is Difficult



<sup>1</sup> John Ward, *Keeping the Family Business Healthy: How to Plan for Continuing Growth, Profitability and Family Leadership*, 1987.

## Succession failures



**60%**  
Lack of Communication and Trust

**25%**  
Inadequate Preparation of Next Generation

**10%**  
No Family Mission

**5%**  
Other\*

\* Poor tax, investment or legal advice

Source: "Preparing Heirs: Five Steps to a Successful Transition of Family Wealth and Values," by Roy Williams and Vic Preisser, 2003. Roy Reed Publishers.

# The Challenges of Multi-Generational Wealth



## Common *financial* challenges

Finding objective, integrated advice

Accessing superior financial solutions/services

Managing complex portfolios and assets

Balancing shared ownership and shared risks

Managing complex transactions

## Common *family* challenges

Developing all family assets – human, intellectual, financial

Gaining family alignment and a shared vision of the future

Developing trusted relationships with professional advisors

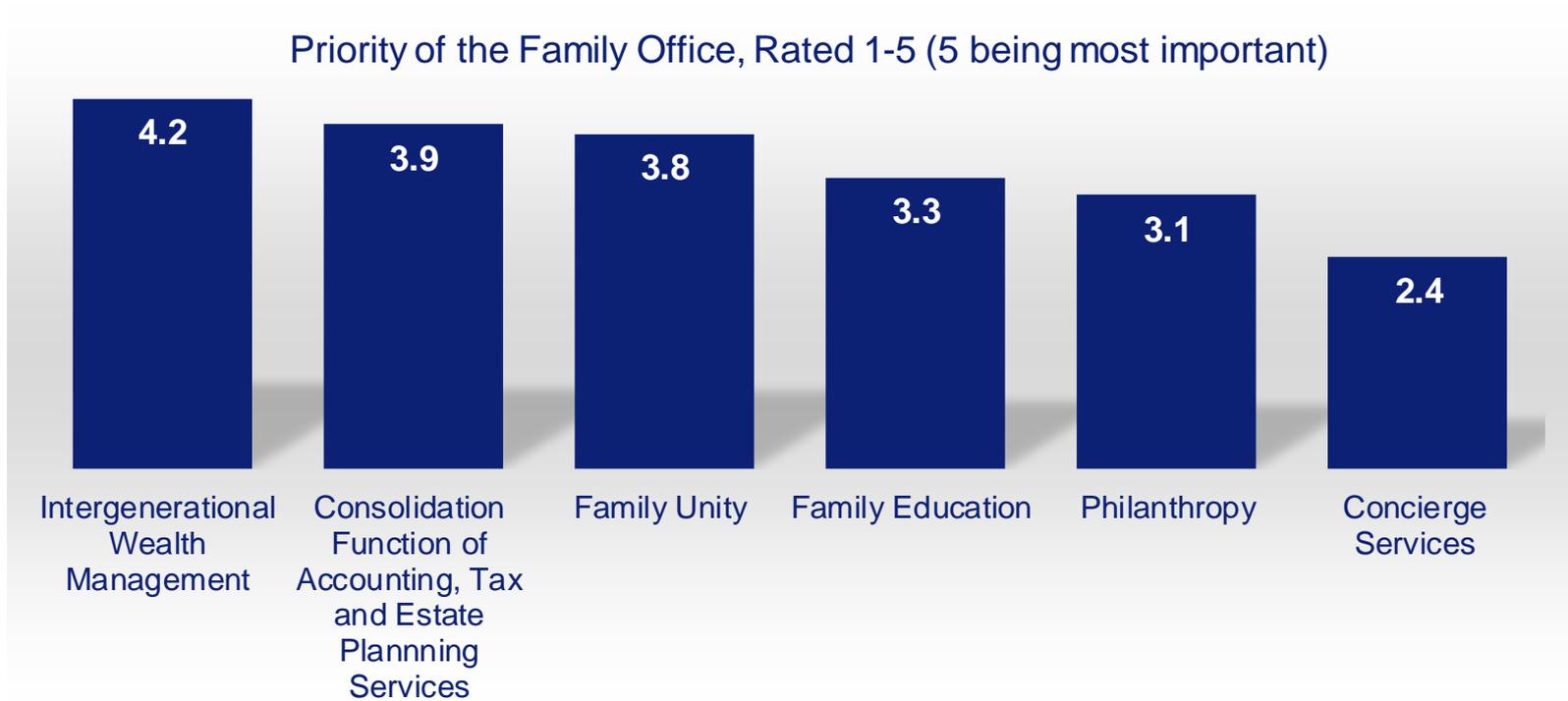
Education surrounding the complexities of wealth regarding taxes, investments, legal, accounting

Fostering stewardship and responsible wealth ownership in rising generations

# Shifting Priorities for Single Family Offices



Preparing for inter-generational family wealth and leadership transition is becoming a leading priority for family offices.



Source:  
UBS Camden Global Family Report (2016)  
Please refer to disclosures in the appendix.

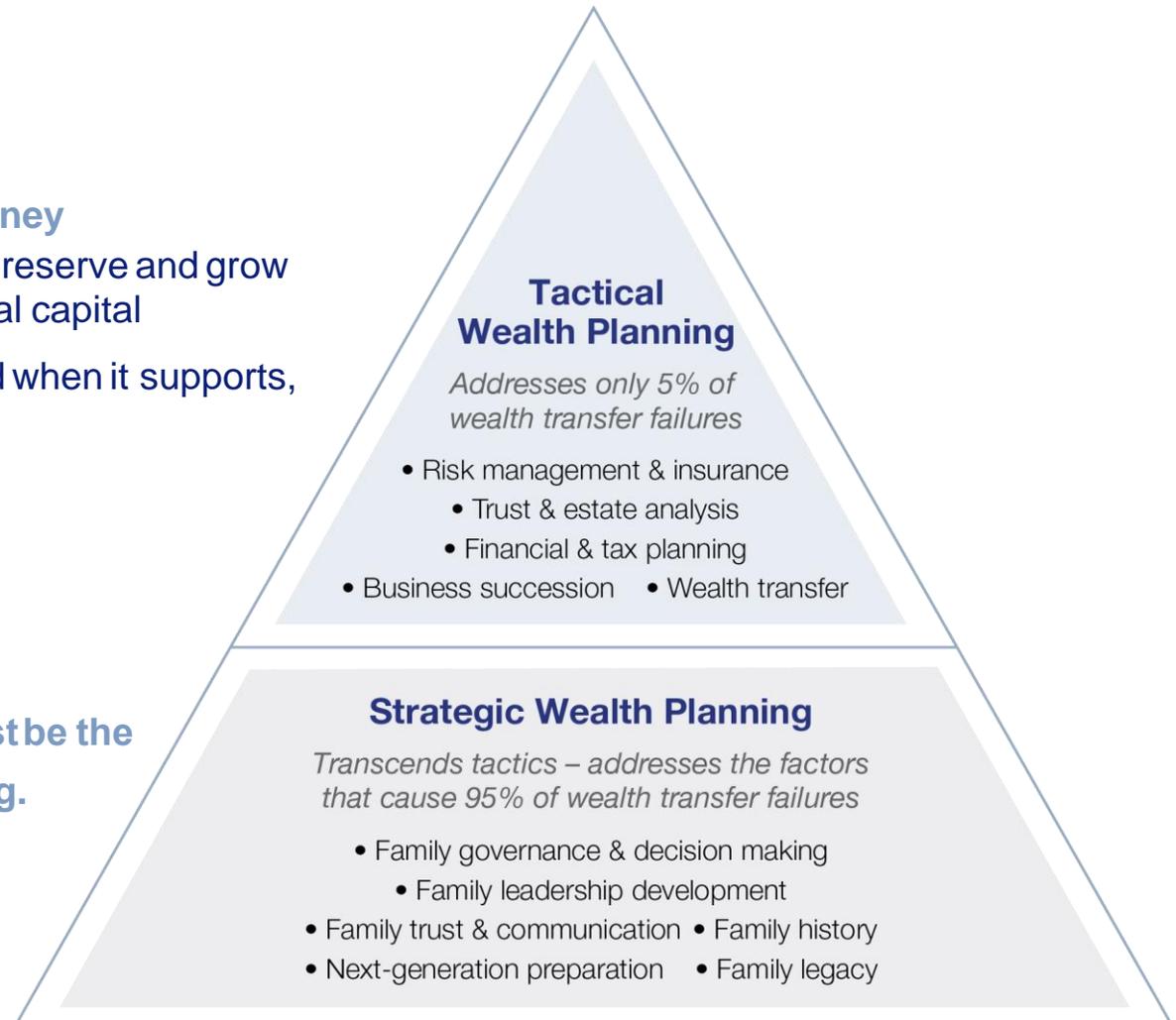
# Success Comes from Addressing Strategy First



## Family capital is more than money

- Successful families seek to preserve and grow human, intellectual, and social capital
- Financial capital is preserved when it supports, not leads

**A family's strategic vision must be the foundation for tactical planning.**

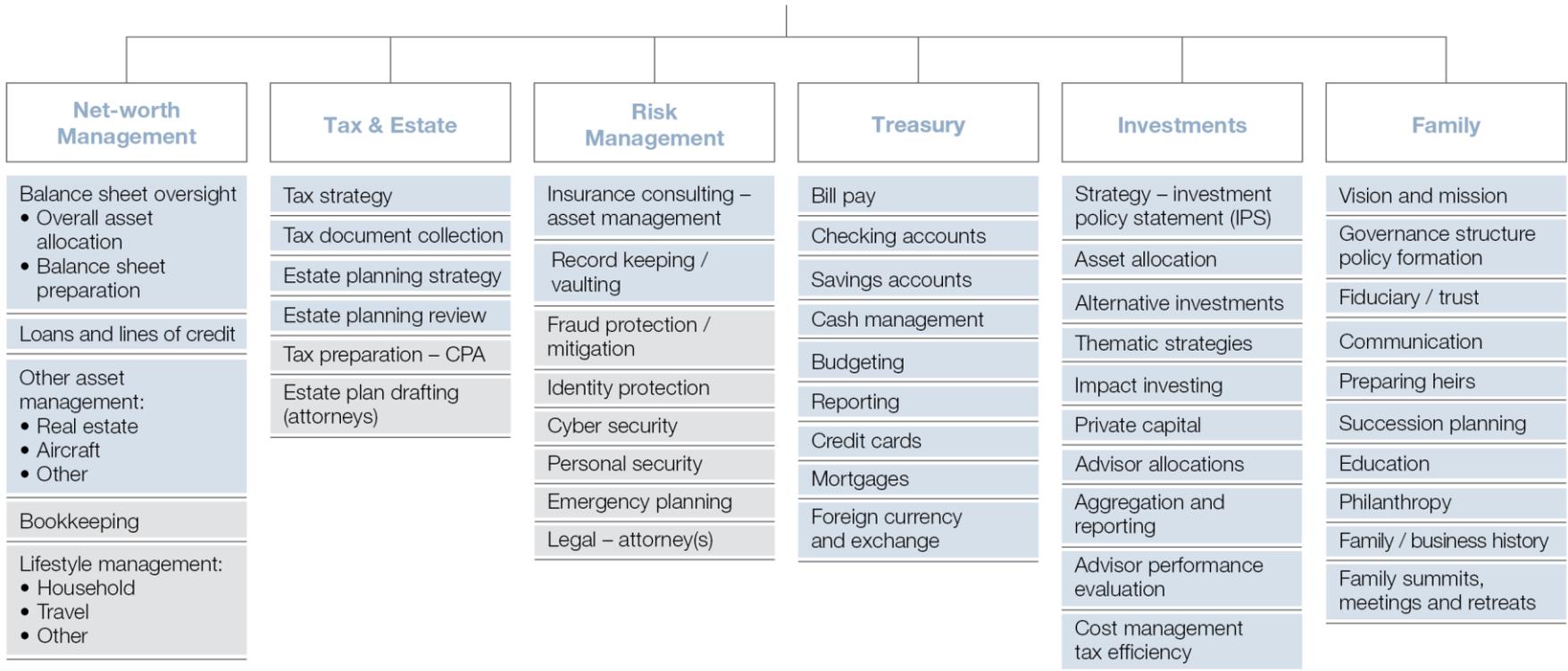


# Organizing the Family Financial Enterprise



Operating a family office requires the coordination and delivery of a complex array of services and advice to support the family's short- and long-term success.

## Family Financial Enterprise



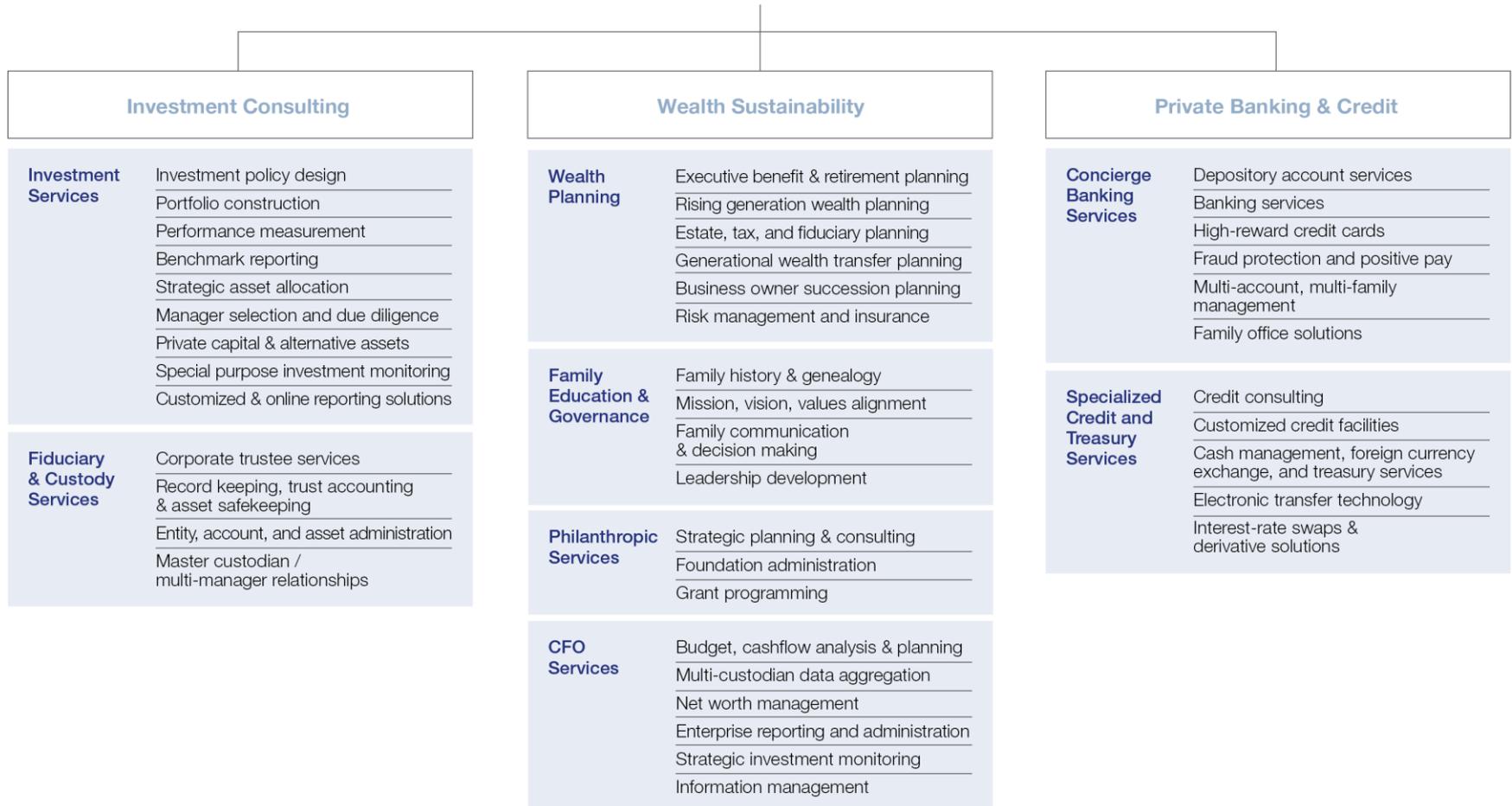
**KEY**

- Services offered by Ascent
- Services Ascent can facilitate

# Ascent is Organized to Support Successful Families



## Ascent Private Capital Management



# The Family Office – In Summary



Operating a family office is about creating intention: for you, your family, your heirs and your impact

## You may be ready for a family office when

- You have multiple advisors for specific tasks: investments, legal, taxes, bookkeeping, lending
- You have multiple trusts, LLCs, or other structures with increasing complexity.
- The CFO of your business is spending more time on your personal finances versus the business
- You start thinking in terms of multiple generations and worry about engaging the next gen

## Family office benefits

- Better governance and management of family through transparency and structure
- Protects assets and confidentially, especially when centralized via a single entity or advisor
- Consistent communication link between family and advisors
- Potential for higher returns / reduced fees through buying power.
- Better alignment of interest. Centralize to a 1:1 family to advisor ratio versus multiple advisor to multiple family member
- Opportunity to keep the family together and instill shared values, focus on next gen education
- More comprehensive recordkeeping and reporting
- Organize and administer philanthropy



# Important disclosures

Family Office Services are not fiduciary in nature and Ascent serves in a non-fiduciary role when providing these services. Family Office Services may include leadership and legacy consulting services in order to facilitate your self-assessment of family office services issues. Ascent does not engage in the practice of psychology.

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