



FAMILY OFFICE MONTHLY

January 2017



Welcome to the January edition of *Family Office Monthly*. It was another amazing at the Family Office Club, where membership is greater than ever, we hosted our largest largest gathering in the history of the Club, and we have a great selection of conferences and events in the new year.

Beyond the events, we hope you access our extensive family office resources such as *Family Office Monthly*, database solutions, family office training programs, webinars, and more. If you would like to learn more about how we can work with you and your family office, please contact our client services specialists at Clients@FamilyOffices.com and by phone (305) 503-9077.

Top 3 Family Office Philanthropy Concerns

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Rana Kapoor Becomes a Billionaire

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The Pantheon Process to Starting a Single Family Office

As we start the new year and bring on new employees, I'm refocusing my team on our core values. At the Family Office Club and my other Wilson Holding Company operating businesses... **Page 10**

Unprecedented Opportunity for Impact Investing

Liesel Pritzker Simmons, the co-founder of single family office Blue Haven Initiative, penned an interesting piece for Forbes on impact investing. In recent years, impact investing has been a hot topic for family office investors... **Page 5**

Upcoming Family Office Conferences in 2017

Winter Capital Raising Bootcamp

January 25th 2017
New York, NY

<http://FamilyOffices.com/Capital>

The Annual Single Family Office Summit

February 17th 2017
New York, NY

<http://FamilyOffices.com/SFO>

Reserve your seat today

<http://WilsonConferences.com/>
Reserve

(For Sale) Sign of the Times



America's most expensive house has been listed for sale at the eye-popping price of \$250 million. For a quarter of a billion dollars the buyer would expect an incredible property and the Bel-Air mega-mansion does not disappoint. The house itself is 38,000 square feet and four stories tall. It includes 12 bedrooms, 21 bathrooms, a forty-seat movie theater, a \$30 million fleet of cars and motorcycles, two wine cellars, a four-lane bowling alley, a candy room, and three kitchens--and that's just the house. The property offers 270-degree hilltop views from downtown to the ocean, according to the *Los Angeles Times*.

At this level of real estate, such exorbitant amenities help set properties apart from the competition.

When NBA legend Scottie Pippen relisted his Florida home last year, the \$10.9-million price included a bonus: his 55-foot VanDutch yacht. Another Bel-Air home for sale, developed by “Seinfeld” producer Andrew Scheinman and listed in October, comes with 14 flat-screen TVs and Minotti furnishings.

“It attracts buyers from overseas and carries cachet,” Scheinman’s real estate agent, Paul Czako of Gussman Czako Estates, said.

“My sellers went to a lot of open houses just to see what the other handful of developers were putting out,” Czako said. “You definitely want to be one-up on the next person.”

Makowsky is not one to be easily one-upped.

Source: <http://www.latimes.com/business/realstate/hot-property/la-fi-hp-250-million-house-20170118-story.html>

February Webinar: *Crafting Top-Flight Marketing Materials*

On February 22nd the Family Office Club will be hosting a live webinar on *Crafting Top-Flight Marketing Materials*.

In this February webinar, Richard C. Wilson, founder of the Family Office Club, will share his lessons learned on consulting investment firms on marketing materials, tear sheets, and other publications created for investors. This is an often-requested topic by members of the Family Office Club who need to attract co-investors or LPs.

You can attend all of our webinars for free as a Charter Member or register to attend here:

<http://FamilyOffices.com/Webinars>

Members can also access dozens of hours of content through our webinar recording library.

We’re covering all the important family office issues in Charter Member webinars, our quarterly conferences, and through educational resources like *Family Office Monthly* so be sure to receive the latest by joining the Family Office Club: <http://FamilyOffices.com/Association>

Richard Branson on the Why 2017 is the Best Time to Start Your Business

Richard Branson thinks now is a good time to launch your business, as he said on his blog recently. The billionaire businessman offered his insights learned from his own successful career starting businesses including the Virgin Group.

Millennials are now the largest living generation on the planet, and this is a great thing for business. New technology, and a generation of customers who are ready to embrace it, have removed a lot of the barriers to entry for start-ups, making 2017 an incredibly exciting time to do business.

This generation of consumers connects directly with brands on social media – a space where businesses can advertise and market products and services for free, and build audiences on a small budget. In the past, companies had to capture people’s imagination through costly ad space or elaborate launches, but in 2017 that money can be used more effectively to target markets across different social platforms.

On social, a simple video or photo, shot using a smartphone, can be just as powerful as one created by a production crew. Most of the images on my Instagram have been taken using a smartphone, and many of them are more popular than those shot with expensive equipment. Communities today prefer to see authentic updates rather than carefully-orchestrated content.

Another great benefit of starting up in business in 2017 is that this generation is just as happy to buy from someone based at home as they are from a business on the high street. This brings the cost of doing business down dramatically. Rather than commit to pricey premises, you can set up online and start selling from your kitchen table.

When we first launched Virgin Records we couldn’t afford to pay the rent on our first store – at the cheap end of London’s Oxford Street – so we talked the landlord into taking us on by promising that we would attract new clientele to buy shoes from his store downstairs. I don’t recall him selling one pair of Doc Martens in the time we got away with free rent. With today’s high commercial rent prices, I can’t imagine young businesses getting this type of leg up in 2017.

Source: <https://www.virgin.com/richard-branson/why-2017-fantastic-time-start-business>

Quick Quote: Family Office CIO on Trump Rally

Adam Sarhan wrote in *Forbes* of a conversation he'd had with Frank Kroston, CIO, of the Kroston Family Office who told him:

“Markets are pricing in a lot of good but investors are skeptical that Trump will be able to actually deliver. In turn, people are getting ready for a sell-off after the inauguration. What if he does deliver? Stocks could go much higher from here.”

Source: <http://www.forbes.com/sites/adamsarhan/2017/01/14/will-the-trump-rally-continue-after-the-inauguration/2/#7262c9e019b0>

The Single Family Office

You can order your copy of this Single Family Office book on Amazon here: <http://www.amazon.com/The-Single-Family-Office-I-vestments/dp/1503345033/>



If you want to listen to one of the interviews included in this book, visit SingleFamilyOffices.com/audio2 to download a free mp3 recording.

Looking to meet other single family offices in person? The Family Office Club hosts many live conferences through-out the year in great locations like Manhattan, Singapore, and Miami. At least once a year, we host an exclusive gathering for single family offices and affluent families to meet, share experiences, and build relationships.



If you would like to be considered for membership (free to single family offices) please contact us:

E-Mail: Member@SingleFamilyOffices.com
Telephone: (305) 333-1155.

Video: The Trump Effect

I've received questions from Americans and contacts in other countries wondering what the effect of the unexpected election of Donald Trump will be on the HNW community, family offices, and investments generally. I recorded a 2-minute video with my quick thoughts on the Trump Effect: <http://FamilyOffices.com/Trump-Effect>

This is going to be a big topic of conversation at this month's Single Family Office Summit (<http://FamilyOffices.com/SFO>) I'm sure, but I wanted to get the conversation started as Mr. Trump gets inaugurated starting with my thoughts soon after the election.



Even before Mr. Trump officially takes office we've seen a market rally but as I'm sure we'll discuss at the Single Family Office Summit, many investors in the U.S. and abroad are uncertain of what the ultimate outcome will be for the economy. We will have to see and I encourage anyone watching the video to weigh in with their own predictions for the new administration and what it means for various sectors.

Richard Wilson

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An Unprecedented Opportunity for Impact Investing



Liesel Pritzker Simmons, the co-founder of single family office Blue Haven Initiative, penned an interesting piece for Forbes on impact investing. In recent years, impact investing has been a hot topic for family office investors. Family offices, and the families that they serve, have become more interested in the double bottom line--both the conventional bottom line and the second bottom line measuring positive social impact on investments.

There is an expected boom in the transfer of wealth from baby boomers to their heirs, which Ms. Pritzker Simmons sees as a great opportunity for the inheritors to join the impact investing trend and prioritize impact investing as part of their wealth management strategy.

This intergenerational transfer of wealth is already under way. Increasingly, inheritors of my generation — millennials — and those that follow it will be intent on dissolving arbitrary boundaries between investing and philanthropy, profit and purpose, what we own and what we care about. The operative word is "impact" — making choices that are responsive to challenges such as resource scarcity, climate change and rising economic inequality.

This bodes well for inheritors becoming conscientious stewards of wealth — if they can overcome hurdles in aligning their values and investments in a way that generates sustainable financial returns. Achieving commercial or near-commercial rates of return is necessary because investors, increasingly, want to have their cake and eat it too when it comes to investing for purpose and for profit.

But where to start? When investors decide they want their money to do good things, they often don't know where to begin as far as dissecting existing holdings and restructuring for impact investing. They're highly educated but may not have the practical tools needed to actively manage their wealth and, consequently, aren't prepared to push back against legacy advisors who may see risk in purely financial terms and equate impact investing with sacrificing returns.

In fact, in 2015 and 2016 Toniic Institute, a global network of impact investors, surveyed 58 millennials, most from high-net-worth families. "Lack of knowledge is the number one hurdle holding millennials back from making impact investments," its report found. Just over half of those surveyed ranked it as their top challenge.

I understand that challenge. Like many investors, I once checked my equity portfolio performance on a quarterly basis and basically let it run on autopilot. I knew a bit about our fund managers and their strategies, but the underlying holdings were like a black box to me.

Source: <http://www.forbes.com/sites/luisakroll/2017/01/17/investing-for-impact-recasting-a-traditional-portfolio-for-purpose-profit/#22282f6724f6>

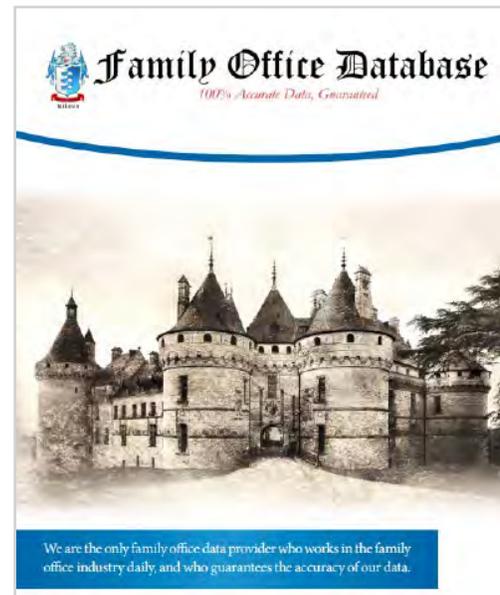
ACCESS THOUSANDS OF FAMILY OFFICE RELATIONSHIPS

The team at the Family Office Club has put together a powerful combination of resources for professionals looking to raise capital from institutional and family office investors. The Institutional Capital Raising and Conference Package includes all of our investor databases, as well as access to our quarterly family office networking summits, educational webinars, and 5 professional designation programs offered by the Finance Training Society.

What's all included in this package?

- 1 Multi-Family Office Database (1,000+ Firms)
- 2 Single Family Office Database (500+ Firms)
- 3 HNW Wealth Management Firms & Private Banks (925 Firms)
- 4 Merchant & Investment Banks (405 Firms)
- 5 Fund of Funds (350 Firms)
- 6 Institutional Investment Consultants (225 Firms)
- 7 Endowments & Pension Funds (650 Firms)
- 8 Library of Educational Webinars (More Information at <http://FamilyOffice.com/Webinars>)
 - BONUS: Two 12-Month VIP Passes to all our Family Office Summits (More information at <http://Wilson-Conferences.com>) - \$5,500 Bonus Value
 - BONUS: Master's Certificate in Finance & Investments Training Package (More information at <http://FinanceTraining.com/Masters>) - \$1,985 Bonus Value

Order today: <http://FamilyOfficeDatabase.com/Family-Office-Databases>



SINGLE FAMILY OFFICE MANAGEMENT



At Single Family Office Management, we provide hands-on assistance in launching, managing, and improving your single family office.

If you are seeking help forming a single family office or want expert support for your existing family office, visit <http://SingleFamilyOffice.com> or call (305) 333-1155 to speak with an experienced single family office advisor.

Rana Kapoor Becomes Billionaire with Yes Bank Growth

Rana Kapoor, the co-founder and CEO of Yes Bank was minted a billionaire as shares in the bank climbed more than 16% already in January. The majority of Mr. Kapoor's fortune comes from his 11.6% stake in Yes Bank. According to *Livemint*, he is the second billionaire to come from India's banking sector, following Uday Kotak of Kotak Mahindra Bank and his \$7.2 billion net worth.

Yes Bank's gain this month has lifted Kapoor's net worth to \$1 billion, according to the Bloomberg Billionaires Index. The majority of his fortune is derived from his 11.6% stake in the lender.

He's only the second billionaire to emerge from India's banking industry, after Kotak Mahindra Bank Ltd's Uday Kotak, who has a \$7.2 billion net worth.

The billionaire Hinduja brothers are the largest shareholders of IndusInd Bank Ltd, but their wealth was originally derived from other sources.

Jitesh Patel, a spokesman for Yes Bank, confirmed Kapoor's stake in an e-mail and declined to comment on his net worth.

Kapoor, 59, co-founded Yes Bank with his brother-in-law, Ashok Kapur, and colleague Harkirat Singh in 2003. The following year, it became the first new Indian lender in a decade.

The trio had acquired their seed capital of \$10 million each a year earlier, when they sold their stakes in Rabo India Finance, a joint venture they had formed with Rabobank Groep of the Netherlands. Previously, Kapoor had spent two years working for ANZ Grindlays and another 15 at Bank of America.

Source: <http://www.livemint.com/Money/RH67fHuEftClopPhYReOVP/Yes-Bank-turns-Rana-Kapoor-into-a-billionaire-as-stock-climb.html>

Top 3 Family Office Philanthropy Concerns

Philanthropy can be a way to unite multiple generations of a family, create good press for a business, and add meaning to an ultra-wealthy family's work. One client of mine explained to me that he didn't need any more money for himself; he wouldn't even know what to do with it really. He simply works now to give more away every year to children in need and that is what motivates him to make sure his businesses perform well now.

There is a lot of confusion and even conflict around the idea of giving away money that the family has worked so hard to earn. The issues high-net-worth families may face include:

1. A lack of understanding by second and third generation family members, which may lead to frustration, arguments within the family, and disappointment if someone feels like they are not getting their expected "fair share." Establishing a family's core values, objectives, and mission first will help avoid this trouble.
2. Being aware of the taxation rules and documentation procedures that apply to writing off monetary donations to a non-profit or foundation administered by a family member.
3. Ensuring that there is some governance and process around how and when the money is given away. Once these are set in place, families need to resolve how to deal with giving opportunities which don't fit within those procedures. A governance process should be followed even when exceptions arise.

I grew up around my father advising ultra-wealthy individuals and non-profit hospitals and universities on philanthropy. My father has raised over \$1B for these groups through this philanthropy advisory work and this led to an early appreciation for what goes into ensuring donors are getting a positive ROI as well as transparency on their donated money. I'm sure we will discuss this topic in more detail at our upcoming Single Family Office Summit on February 17th in NYC: <http://FamilyOffices.com/SFO>.

- Richard

Richard C. Wilson
CEO & Founder
Family Office Club

LATEST PODCAST EPISODE: Billionaire Foundation Interview with Sheila Driscoll



In the latest episode of *the Family Office Podcast*, Richard C. Wilson speaks with Sheila Driscoll of the Driscoll berry family on billionaire philanthropy and foundation work: <http://FamilyOfficePodcast.com/billionaire-foundation-interview-with-sheila-driscoll>



Be sure to subscribe to the Family Office Podcast for more lessons on working with family offices: <http://FamilyOfficePodcast.com>

Four Job Openings with \$1 Billion+ Family Offices in New York and Boston

I wanted to introduce myself as the President of our Family Office Executive Search firm. Family Office Executive Search is a recruiting firm that engages with single and multi-family offices to help them find talent for their teams. This month we have signed two new engagements to fill four job openings, for a \$10B+ multi-family office in New York and a \$1B+ family office in Boston. You can see these positions available on <http://FamilyOfficeJobs.com> and here are direct links to the position descriptions in case you want to send in your resume and apply to be considered for them:

1) Family Office Executive Leader Opportunity: <http://FamilyOfficeJobs.com/Executive-Leadership-Position>

2) Investment Advisor Associate Opportunity: <http://FamilyOfficeJobs.com/Investment-Advisor-Associate>

3) Wealth Planning Associate Opportunity: <http://FamilyOfficeJobs.com/Wealth-Planning-Associate>

4) Investment Analyst Opportunity: <http://FamilyOfficeJobs.com/Family-Office-Investment-Analyst>

If you are interested in these positions, the first step would be to complete the application form at the bottom of any of the open position links in this email; if we see a relatively good match we will get in touch. Since we have had 900 resumes submitted to-date in the last year for positions we have helped fill, we cannot respond to everyone. But even if there is not an immediate fit, we will do our best to keep in touch and retain your resume on file for future family office mandates.

Of course if you run a single or multi-family office and you would like to access our talent pool of over 100,000 family office professionals that are in our database globally you can contact me regarding that as well - we are a fast moving team and we would be happy to discuss how to work together.

Thank you for keeping us in mind here and please check <http://FamilyOfficeJobs.com> in the future for new positions being posted.

- Terry



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Want to hear about jobs before other candidates?

Sign up to receive family office job alerts by entering your e-mail address on this form: www.FamilyOfficeJobs.com/Alerts

The Pantheon Process to Starting a Single Family Office



As we start the new year and bring on new employees, I'm refocusing my team on our core values. At the Family Office Club and my other Wilson Holding Company operating businesses one core value is "Pantheon Thinking" which to us means thinking long-term over a generation of time about what we are building, what value we are providing, and why we are investing energy into a project.

Below is the five-part process that we are using right now to help one of our family clients create their single family office:

- 1. Listening & Needs Assessment** (Estimated Time Needed—Two Weeks): Identify what is known, expected, review past troubles, stories of others to emulate. Follow on active dialogue to dig into issues deeper, explore and define priorities.
- 2. Family Office Compass Construction** (Estimated Time Needed—One to Three Months): Values, Mission, Objectives, Constraints, Governance, Ethics, Confidentiality, Public Image, Life management, etc. (Active dialogue).
- 3. Resource & Talent Assessment** (Estimated Time Needed—Two Weeks): Family Office Construction Plan, Timeline & Budget, Advisory Board Construction & Missing Professional Roles.
- 4. Implementation Phase** (Estimated Time Needed—Two to Six Months).
- 5. Ongoing Operations, Processes, and Investment Decision Making Policies** (Estimated Time Needed—Ongoing).

We'll be discussing important questions for newly affluent families including how to start a family office at our Single Family Office Summit on February 17th and our other events on the calendar in 2017: <http://FamilyOffices.com>. In the meantime, I'd be happy to discuss the Pantheon Mindset and how we've worked with families to launch their single family office.

Steve Tisch Dishes on Family Office



Steve Tisch, the owner of the New York Giants and patriarch of the Tisch Family Office, offered some background on the family office and how his wealth is being handled in an interview with the One America News Network.

Q: Once you had some success, how did you get the right team in place to handle your portfolio?

A: When it comes to my personal investments, the Tisch family office is run by very talented financial advisers whom I have trusted for a long time. Is every at-bat a home run? No, but there are more doubles and triples than there are strikeouts.

I would say I'm pretty conservative in my investing, because I am sensitive to making sure that our children's future is financially safe and secure.

Source: <http://www.oann.com/ny-giants-co-owner-steve-tisch-on-creating-a-super-bowl-life/>