



# Targeting Family Offices:

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**A Consultative Prospecting Methodology**

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# Introduction

The global family office landscape is in the midst of a profound transformation brought upon by a new generation of investors - whose attitudes and expectations have been shaped by modern advances, volatile markets and unforeseen global realities.

Industry standards and individual needs have changed, thereby minimizing long-held models and methodologies for how we operate and interact with one another. As many asset raising professionals continue to assess how to go about finding and engaging with these private entities, it is important to recognize how these changing conditions may affect your outreach efforts and ultimate success.

A new generation of investors have since brought forth:

- Increased control
- Dynamic family office structures
- Client/Advisor relationships
- Unique digital interactions
- Anytime, anywhere mentality
- Greater diversity
- Different ways of thinking
- New attitudes and expectations
- Change in investment patterns
- Increased transparency
- Proactive/Sustainable mindset

In an effort to shine light on this evolving landscape and equip capital raising professionals with the strategies needed to succeed in their prospecting efforts, we have developed this industry spotlight to dig into:

- ➔ Best practices for finding commonalities to humanize your outreach in your effort to leave a lasting first impression
- ➔ Prospecting strategies derived from our industry insights and keen intimacy with the family office landscape
- ➔ Tips to leveraging the history of family offices to find your 'best path in' and perfect a consultative approach to foster good connections



# Understand the Family Office Landscape

As family offices continue to expand and evolve, so has their investment patterns and overall dynamics. Before we dive into our proven methodologies for engaging with family office prospects, it is important to understand the ins and outs of the family office ecosystem.

What was once considered a secretive and hard to reach sector, has now transformed into a growing trend among the ultra-wealthy. In recent years, a growing number of firms are looking to family offices for funding thanks to the freedom from institutional mandates, long-term staying power, potential for add-on fundraising and overall flexibility.

Increased activity and shifting behaviors from these entities have brought more viable opportunities for asset raising professionals in need of funding.

In the past, family offices operated with a more conservative mindset with the hope of protecting their assets for future generations. Recently however, these groups have altered their focus to diversifying and growing wealth. This new dynamic has brought a heightened sense of awareness to family office realm, making them an attractive resource to many.

**Family offices are showing growing confidence in alternative markets, opening a new niche for the investment possibilities.**

Family offices are opportunistic by nature, as their goal is to compound capital and find unique opportunities to put money to work. This means there is an increased opportunity for those seeking capital. The modern family office is often less concerned with track record length, assets under management thresholds, etc. and more-so concerned with finding suitable opportunities to further advance capital based on the wants and needs of their clients.

As family office dynamics continue to shift, asset raising professionals have begun evolving their techniques and processes to ensure effective engagement with these entities. First and foremost, you must have a sound understanding of the intricacies of the space as well as a clear idea of your own needs, goals and reasons for seeking a family office in the first place. This information proves to be advantageous because it helps to align your interests and values to the offices themselves.

## Family Office Fundamentals

- ❖ Wealth management entities which invest assets on behalf of a high net-worth family, individual, or multiple families and individuals.
- ❖ Offers a total outsourced solution to managing the financial and investment side of an affluent individual or family.
- ❖ Unlike large institutional investors, the family office space is oriented around relationship managers, who negotiate deals between family offices and investment managers.
- ❖ With a starting AUM of \$50M+, they are prime targets for a variety of investment managers, especially since they can shift funds far more easily than other large asset pools.
- ❖ Family offices are not pooling third-party capital and then investing. They are operating with a single – or multiple – family’s assets.

# Examine the Investment History of Family Office Prospects

Understanding the industry or way in which the principal made his or her wealth is often an important insight into how the family office might operate and deploy capital in the future.

Asset raising professionals looking to target the private wealth space should start by assessing the investment history of the groups they wish to reach. Doing so not only offers a humanized outreach experience, but it also helps ensure a suitable partnership.

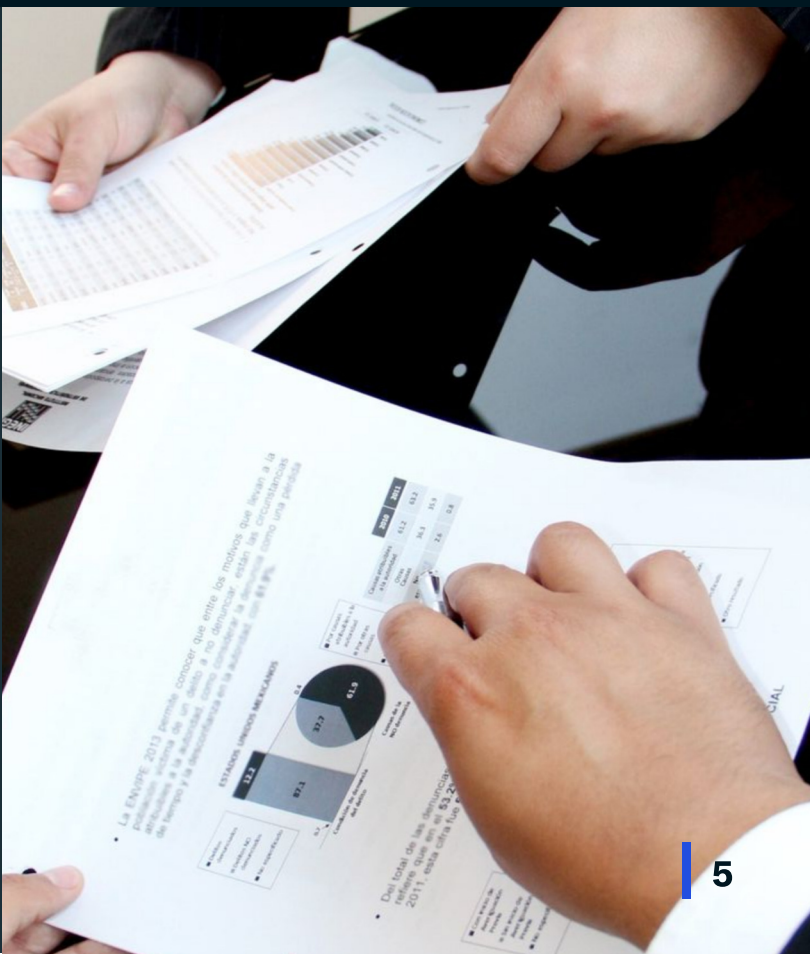
As the family office market expands, a talent war is growing. The competition to attract and retain top professionals for both single- and multi-family offices has intensified. This is compounded by the need to nurture the next generation of leadership for succession planning in these firms. The most successful modern family offices are addressing these challenges by investing in their people and establishing attractive incentive plans. It’s also increasingly important that the values of these family offices are aligned with the personal values of their employees—and the families they serve. This way, each stakeholder is working toward a larger purpose and a cohesive vision.

High net-worth families and individuals allocate significant capital in meaningful ways when they find viable opportunities. For this reason, it is important to understand the family wealth origin before making introductions to investors.

Family offices operate and invest very differently. However, it is often the case that family offices with a principal who made money in a specific industry would seek to leverage his or her expertise and make a greater number of additional investments in and around the industries they know and understand.

We particularly see single family offices demonstrating a propensity to allocate capital within the industries in which they created their wealth.

Understanding this tendency can be valuable for funds and private companies raising capital. If you are able to target investors comfortable and familiar with your proposition, your success rate is likely to be far greater than the alternative.



# Find Common Ground with Family Office Investors

In a market full of promise yet fraught with risk, it is important to determine where your opportunities lie.

Just as each family has its own system in place, family offices follow suit - delivering distinct services to match the specific needs of the family or families they serve. Because each office varies depending on their clientele, it makes finding and leveraging commonalities all the more valuable. Fortunately, we now live in a digital era with unlimited resources that makes finding commonalities with investors a much simpler process.

Today's technological advances make finding commonalities in your family office network easier than ever before. Capitalizing on similarities such as shared alumni roots, overlapping years at previous employment stops, and even passions shared outside the office - e.g. golf, wine, art, etc. is critical to ensuring effective engagement.

Comprehensive family office data and research platforms such as FINTRX make it possible to discover commonalities that drive efficient outreach processes.

## FINTRX Affinity

Empowering success through the art of the relationship to enhance the human experience when reaching out to family office investors.

FINTRX Affinity makes it possible to discover unique similarities that drive stronger outreach processes. Designed with AI to humanize your outreach - FINTRX Affinity delivers custom conversation starters, actionable insights on your best path to connect, and meaningful intel on your shared commonalities across 10,900+ family office decision makers.

Using our savvy algorithms, FINTRX auto-updates your Affinity Score every night at midnight, thereby generating the most optimal matches for your outreach purposes each day.






Discover more...

# Strategically Determine your 'Best Path In'

Combine intelligent data and research to enhance your consultative approach and formulate your best path forward.

Now that you have a sound understanding of the industry, investment history of your family office prospects and key commonalities to drive engagement, it is time to determine your best path forward. Although this is dependent on your personal goals, it is best to construct and maintain an effective yet adaptive process for reaching the attention of family offices anywhere around the world.

## Best Practices:

-  **Continuously work to build your network.**  
If you are looking to connect with family offices, the best place to begin is in your own backyard, as these will generally be the easiest to reach. Use this as a base foundation to continue expanding your family office network.
-  **Remain proactive and persistent.**  
From past experience, we have found the most productive methods for ensuring effective engagement is to be proactive, persistent and diverse in your outreach methods. Each family office is distinct from one another, thus requiring a multitude of personally crafted introductions and follow-up procedures.
-  **Actively stay abreast industry news and trends.**  
Just because these groups are notoriously inconspicuous, doesn't mean they are inaccessible. It really comes down to your outreach strategies and your ability to continuously evolve with the private wealth industry.

As new advances come into play, it is imperative to recognize the value of adapting to the changing conditions around you. By adapting your processes to the conditions around you, this will help ensure successful engagement, and ultimately - long lasting family office relations.

Understanding the reasons behind what makes family offices ideal investors can be a game-changer in terms of wealth preservation and wealth expansion.

Discover Ten Reasons Family Offices Make Great Investors

Download our 4-pager to discover the main reasons why family offices and their distinguished nature make for incredible investors.



DOWNLOAD

# About FINTRX

## Who We Are

FINTRX is the leader in providing comprehensive family office intelligence - engineered to help you identify, access and raise family office capital.

The FINTRX platform is secure, fast and efficient - working to free up your time for what is most critical: building family office relationships, raising capital & expanding your business. Since inception, FINTRX has compiled over half a million data points on **2,849+** family offices globally, with detailed and continuously updated insights on the **11,074+** contacts that work within them.



## What We Do

FINTRX provides extensive research and intelligence on thousands of private family offices, designed specifically to facilitate our client's prospecting and capital raising efforts.



*From day one, we were able to quickly source investors, implement our data, and leverage the daily work of the FINTRX team to keep our family office investor pool growing and most importantly, updated and accurate."*

**DAVID KIDDER**  
*Managing Principal,*  
*Landmark Capital Advisors*

**Discover the power of the FINTRX platform - schedule a demo with us today!**

**REQUEST DEMO**

