

**FINTRX**

**Annual Family  
Office Data Report  
2024**

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# Introduction

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As the private wealth landscape continues to evolve, family offices remain at the forefront of global investment activity—adapting their strategies to meet shifting market dynamics. The 2024 Family Office Data Report offers a detailed analysis of the family office ecosystem over the past year, including year-over-year comparisons between 2023 and 2024.

Powered by the expansive [FINTRX family office dataset](#), we examine firm demographics such as founding year, firm type, office locations, investment preferences, and transaction activity. Shifts in direct investments—across both companies and properties—are reshaping the landscape, with clear trends emerging by sector, geography, funding stage, and asset class. These patterns offer a deeper understanding of how family offices are adjusting their strategies in response to evolving market conditions.

Trends in capital allocation reveal which sectors are gaining momentum, which are slowing down, and how these shifts are reshaping the alternative investment landscape.

At FINTRX, we are committed to delivering the most comprehensive and practical data on family offices worldwide. This report is designed to equip investment professionals, fund managers, and industry stakeholders with the insights needed to stay ahead of emerging trends and seize new opportunities.



# A Note From Our Executive VP of Product Operations

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Dear Reader,

I'm excited to present the 2024 Family Office Data Report, offering a comprehensive look at the evolving investment landscape and the latest insights from our industry-leading family office dataset.

The family office sector continues to adapt and evolve, shaped by macroeconomic shifts, regulatory changes, and an increasing emphasis on alternative investments. Our data offers a detailed analysis of capital deployment trends, highlighting the key factors that will shape family office strategies in the years ahead.

One of the most notable developments is the continued expansion of direct investments, with private companies and real estate emerging as key areas of focus. Compared to 2023, we observed significant shifts in sector allocations, with increased interest in technology, energy, and healthcare, while traditional sectors like real estate and financial services maintained steady engagement.

At FINTRX, we remain committed to delivering unmatched intelligence and actionable insights, ensuring you have the tools needed to navigate an increasingly dynamic investment landscape. We hope this report serves as a valuable resource as you continue to explore opportunities within the family office ecosystem.

Thank you for your time, and we appreciate your continued trust in FINTRX.



## **DENNIS CAULFIELD**

*Executive VP of Product  
Operations*

Dennis Caulfield joined FINTRX in 2018 and now leads the Research, Data, and Product teams as Executive VP of Product Operations; he is a Trinity College graduate and is passionate about delivering best-in-class data & product to FINTRX clients worldwide.



# Family Office Platform Updates & Additions

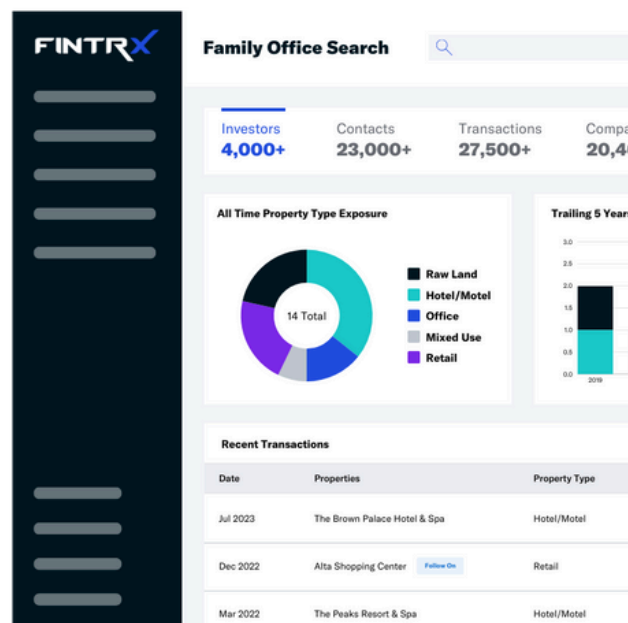
The FINTRX platform experienced significant growth in 2024, reinforcing our commitment to delivering the most robust and up-to-date family office intelligence available.

Over the course of the year, our data and research team added 516 new family offices, made more than 3,500 firm updates, and added over 7,000 new contacts. Most notably, contact updates surged to over 22,000—marking a major leap in our efforts to provide real-time, actionable insights.

These updates ensure FINTRX users have continuous access to the freshest and most detailed private wealth data—enabling smarter, faster go-to-market strategies.

## FINTRX UPDATES & ADDITIONS

<b>Firms Added</b>	<b>516</b>
<b>Firms Updated</b>	<b>3,530</b>
<b>Contacts Added</b>	<b>7,031</b>
<b>Contacts Updated</b>	<b>22,364</b>
<b>Company Transactions Tracked</b>	<b>1,255</b>
<b>Real Estate Transactions Tracked</b>	<b>101</b>

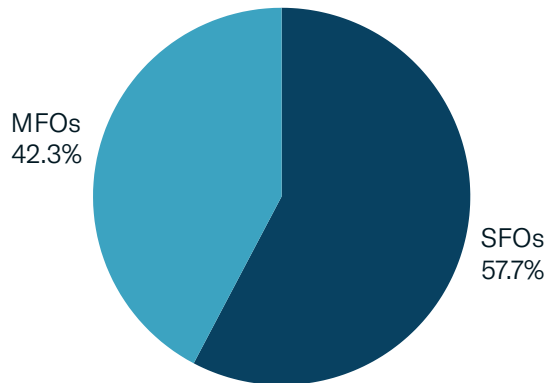


# Family Office Firm Information

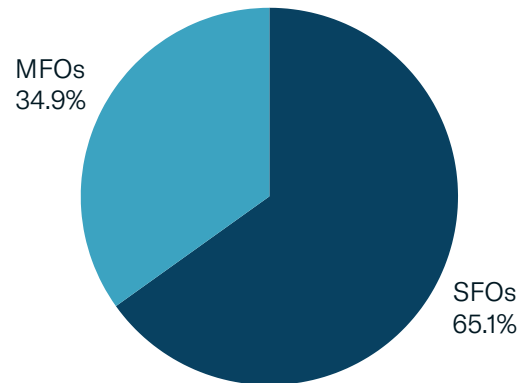
## Breakdown of Family Offices by Firm Type

(% of Firms Added to FINTRX in the Calendar Year)

**2023**



**2024**



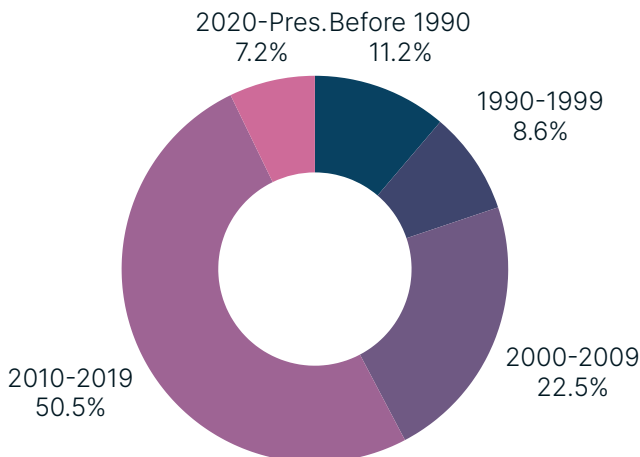
SFO = Single Family Office

MFO = Multi-Family Office

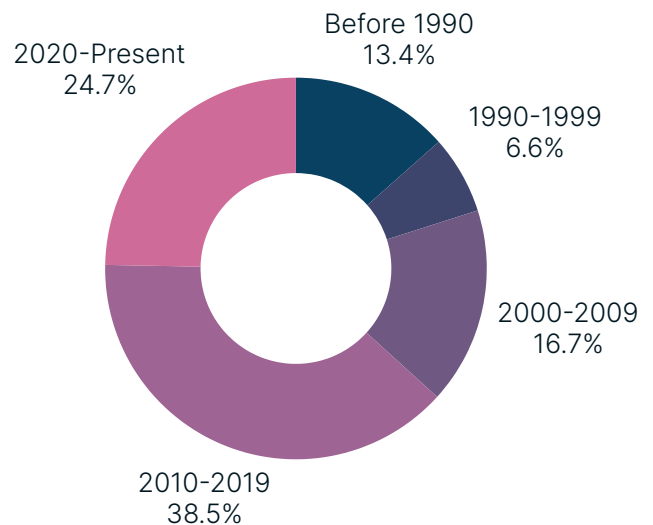
## Breakdown of Family Offices by Year Founded

(% of Firms Added to FINTRX in the Calendar Year)

**2023**



**2024**



# Family Office Firm Information

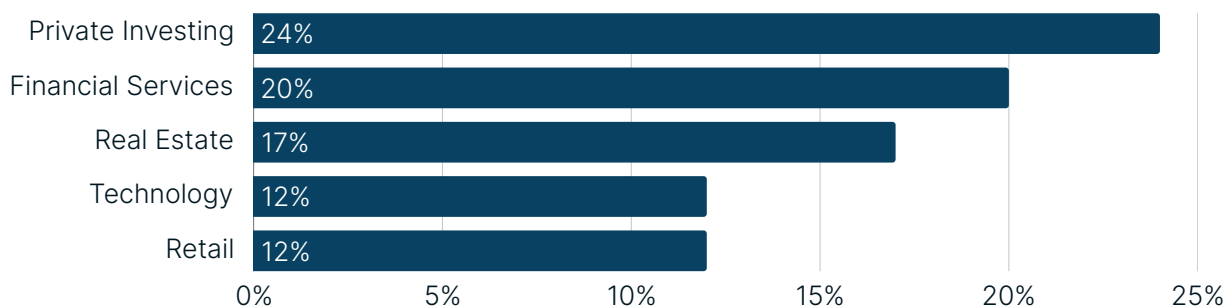
## Breakdown of Industry of Wealth Origin by Firm Count

(% of Firms Added to FINTRX in the Calendar Year)

Understanding the origins of wealth among family offices offers key insight into investment behavior, risk tolerance, and strategic priorities. In this section, we analyze the industries from which family offices primarily derived their wealth, comparing data from 2023 and 2024 to highlight year-over-year shifts.

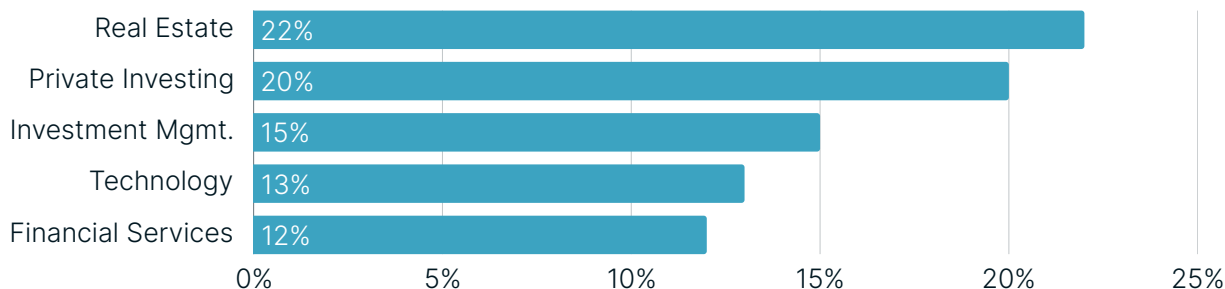
In 2023, private investing led as the top source of family office wealth (24%), followed by financial services (20%) and real estate (17%), reflecting strong entrepreneurial and liquidity-driven origins.

### 2023



By 2024, real estate rose to the top, making up 22% of family offices, while private investing dipped slightly to 20%. Investment management climbed to third at 15%, overtaking financial services. These shifts highlight a growing number of family offices stemming from long-term real estate holdings and institutional finance backgrounds.

### 2024



# Investment Preferences

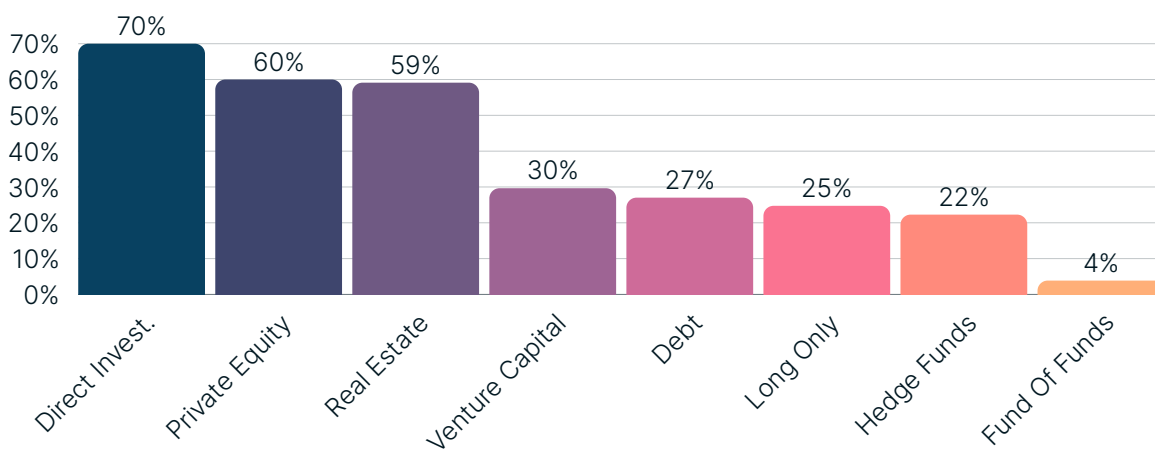
## Breakdown of Asset Class Interest

(% of Firms Added to FINTRX in the Calendar Year)

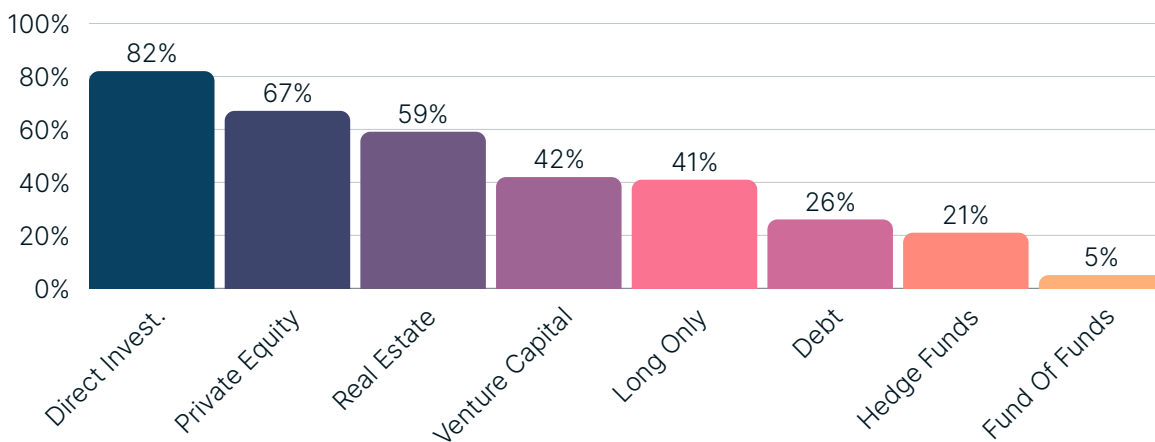
Direct investments continued to dominate family office interest, growing from 70% in 2023 to 82% in 2024. This steady rise highlights a strong preference for greater control, transparency, and long-term value creation.

PE interest rose from 60% in 2023 to 67% in 2024, while real estate held at 59%. These trends highlight a continued focus on alternatives for diversification and strong return potential.

### 2023



### 2024





# Direct Investments - Private Companies

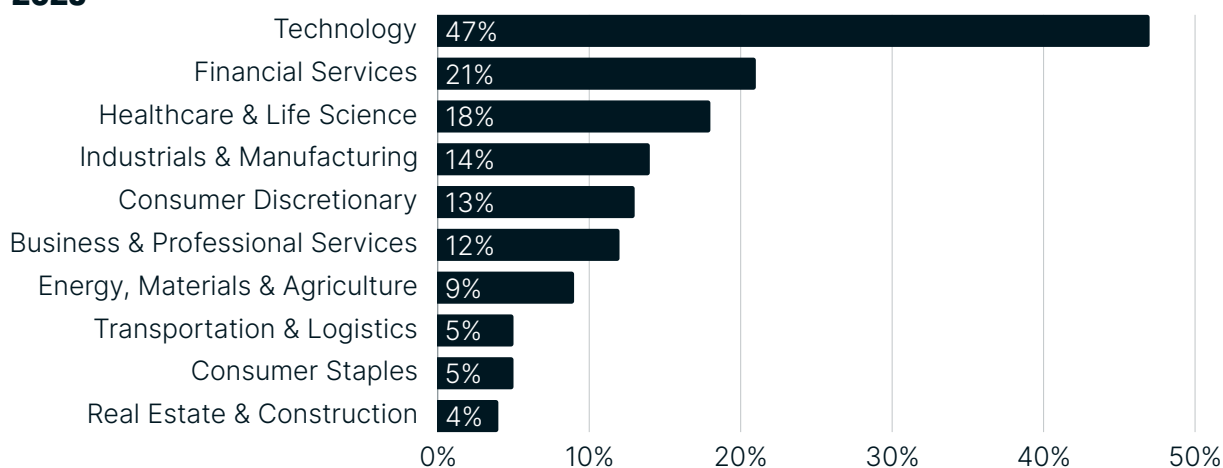
## Breakdown of Investments by Sector

(% of Total Direct Investments)

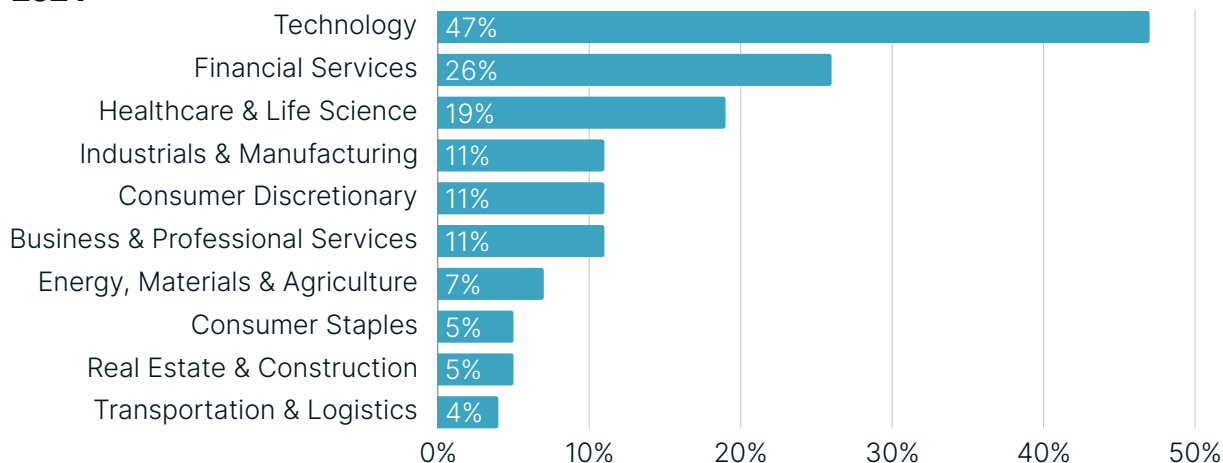
Technology remained the leading sector for direct family office investments in both 2023 and 2024, holding steady at 47%. Financial services saw notable growth, rising from 21% in 2023 to 26% in 2024, indicating increased interest in fintech, asset management, and related spaces.

These trends reflect family offices' continued appetite for innovation-driven sectors and long-term private market opportunities.

### 2023



### 2024

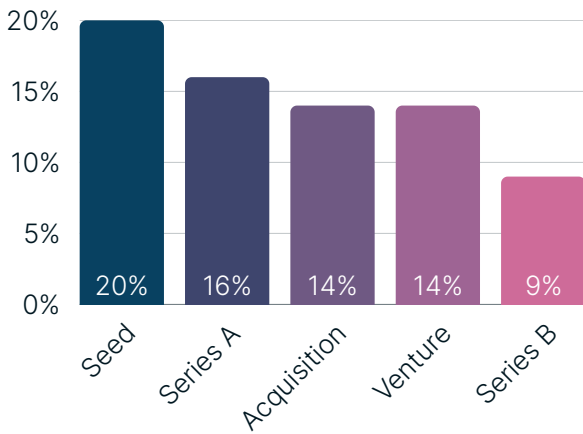


# Direct Investments - Private Companies

## Breakdown of Investments by Funding Round

(% of Total Direct Investments)

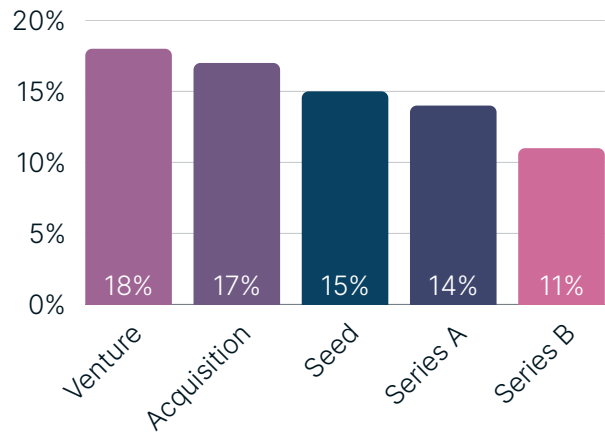
**2023**



**1,255**

**Total Investments  
Added in 2024**

**2024**

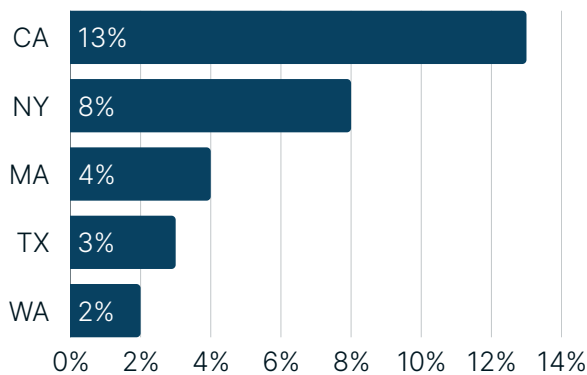


## Breakdown of Investments by Company Location

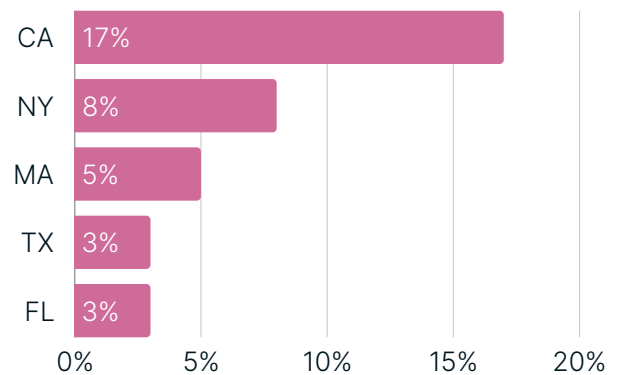
(% of Total Direct Investments)

California continued to be the most popular location for companies into which family offices invest--rising from 13% to 17% in 2024--a testament to the large technology sector in the state.

**2023**



**2024**



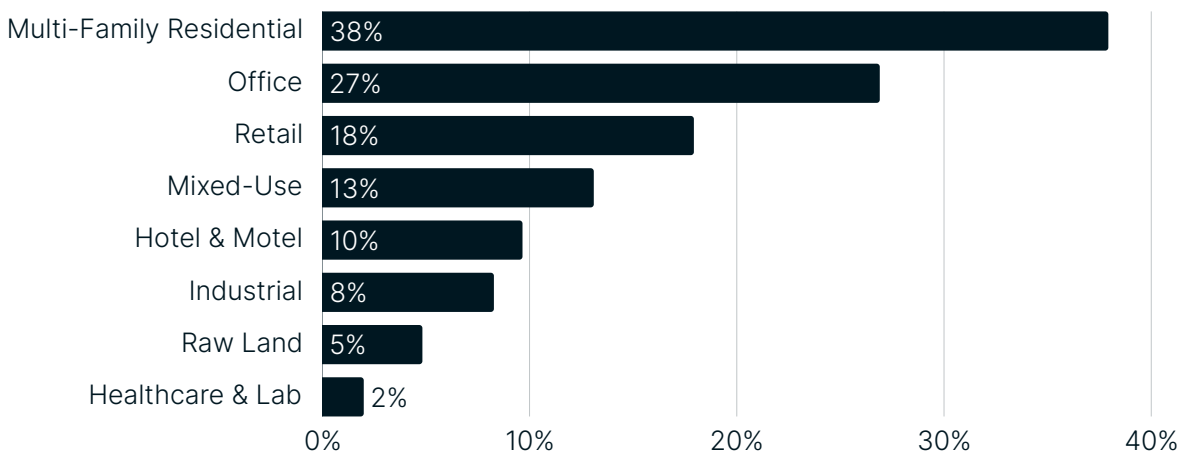
# Direct Investments - Real Estate Properties

## Breakdown of Investments by Property Type

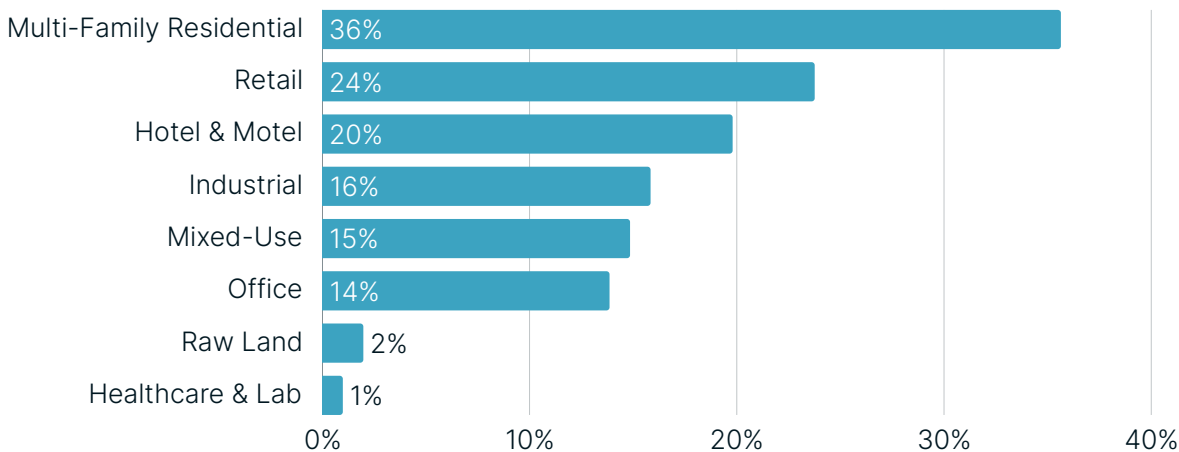
(% of Total Investments)

In both 2023 and 2024, multi-family residential properties were the top target for direct real estate investments by family offices, while interest shifted from office space in 2023 (27%) to retail (24%) and hotel/motel properties (20%) in 2024.

### 2023



### 2024



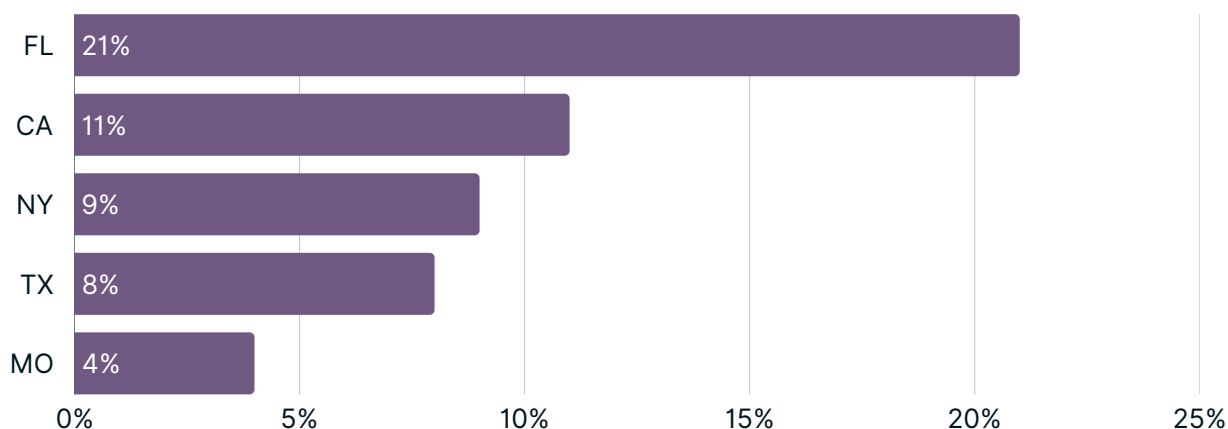
# Direct Investments - Real Estate Properties

## Breakdown of Investments by Location

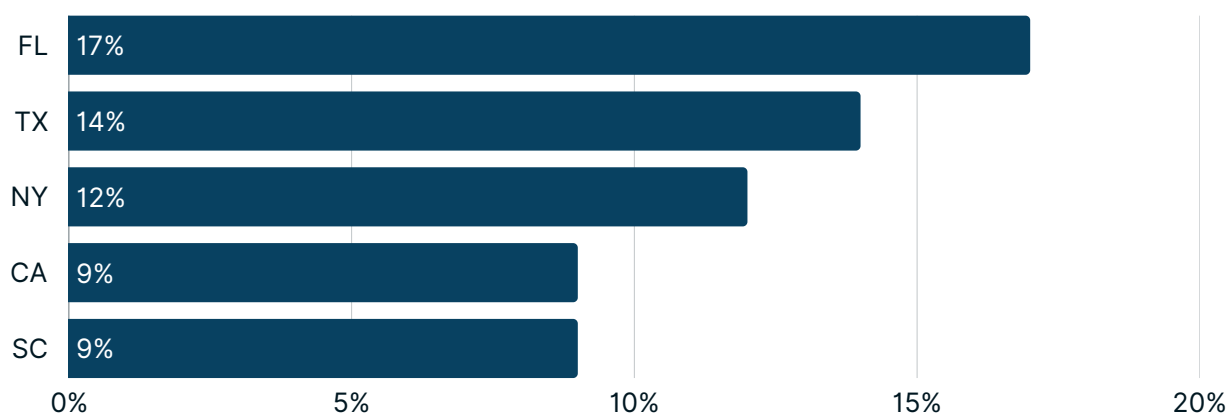
(% of Total Investments)

Florida remained the leading state for direct real estate investments by family offices in both 2023 and 2024, while Texas and New York saw increased activity—rising to 14% and 12% respectively in 2024.

### 2023



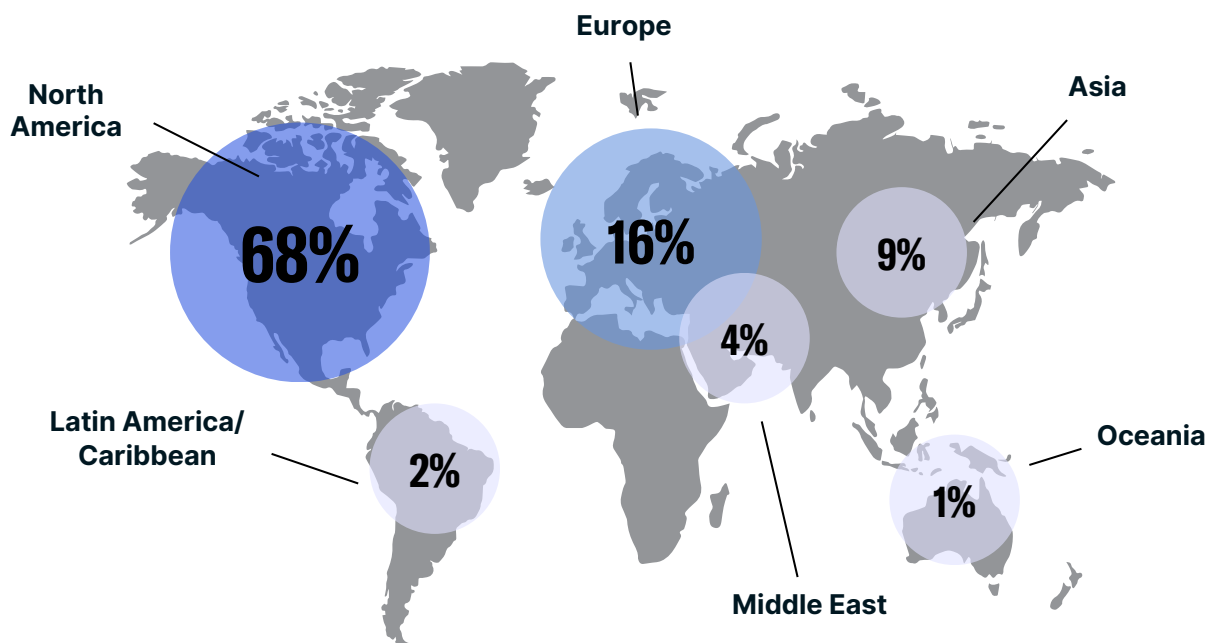
### 2024



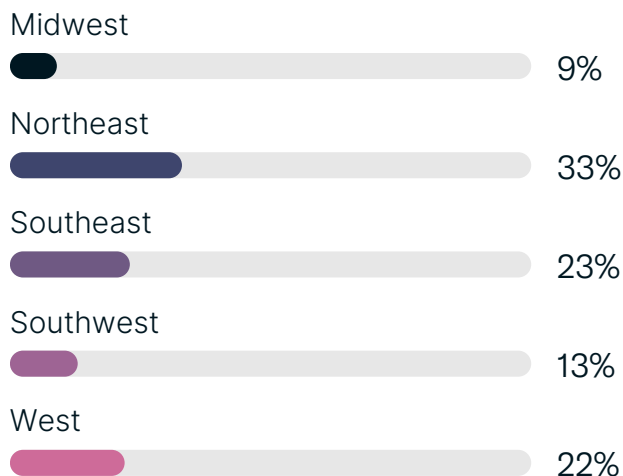
# Geographic Breakdown

68% of new family office firms added to the FINTRX platform in 2024 are headquartered in North America—a sharp increase from 45% in 2023. Europe, meanwhile, saw a relative decline, accounting for 16% of new additions compared to 31% the year prior.

This growing North American concentration highlights a major opportunity for asset raisers and financial professionals to engage with a fast-expanding base of investors closer to home. As the distribution of global wealth continues to evolve, understanding where these firms are emerging—and how to reach them—has never been more critical.



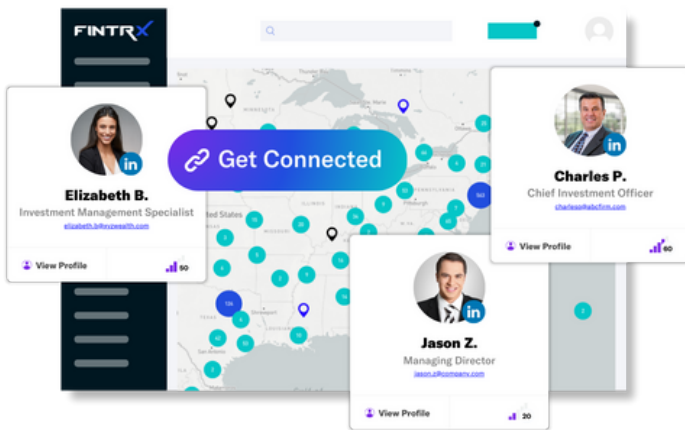
## US Regional Breakdown



**12%**  
of groups added to FINTRX in 2024 are headquartered in New York, up from 7% in 2023.

# About FINTRX

## AI-Driven Data Intelligence on RIAs, Broker-Dealers, Family Offices, Advisor Teams & More



FINTRX is the leading private wealth data intelligence platform, offering the industry's most expansive and up-to-date data on family offices, investment advisors, broker-dealers, and advisor teams.

Powered by industry-leading AI, FINTRX turns data into actionable intelligence, helping firms distribute funds, raise capital, and identify advisor M&A and recruiting targets - all designed to drive strategic growth.

[REQUEST A DEMO](#)

## FINTRX Use-Case Verticals

### Fund Distribution

Empower your ETF, mutual fund & product distribution efforts with actionable insights tailored to your goals. Uncover trends, analyze holdings, optimize your distribution strategies & identify key market opportunities.

[Learn More](#)

### Asset Raising

Target the right investors, personalize outreach & accelerate capital-raising with comprehensive data on 4,000+ family offices, including investment preferences, direct investment activity & key decision-makers.

[Learn More](#)

### Advisor Recruiting & M&A

Identify high-potential advisor teams, assess recruitment opportunities & craft strategic pitches. Perfect for targeting wirehouse teams, independent RIAs, or wealth management entities with data-driven insights to enhance your recruiting & acquisition efforts.

[Learn More](#)