



The Family Office Enterprise

The Evolution of the Modern Family Office

Presented by

Jonathan J. Miles

Managing Director, Investments

O: 858.334.0843 | C: 858.471.8407

Jonathan.miles@ascent.usbank.com

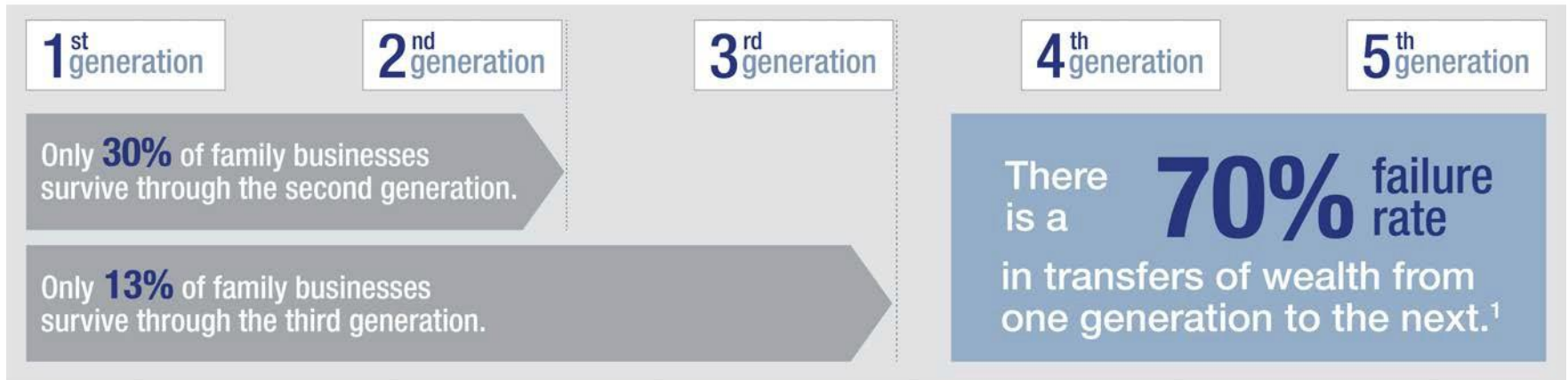
Hannah Simon

Associate

O: 858.334.0838 | C: 619.818.4261

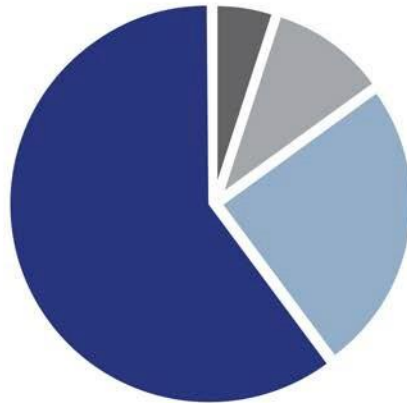
Hannah.simon1@ascent.usbank.com

Perpetuating Family Wealth is Difficult



¹ 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

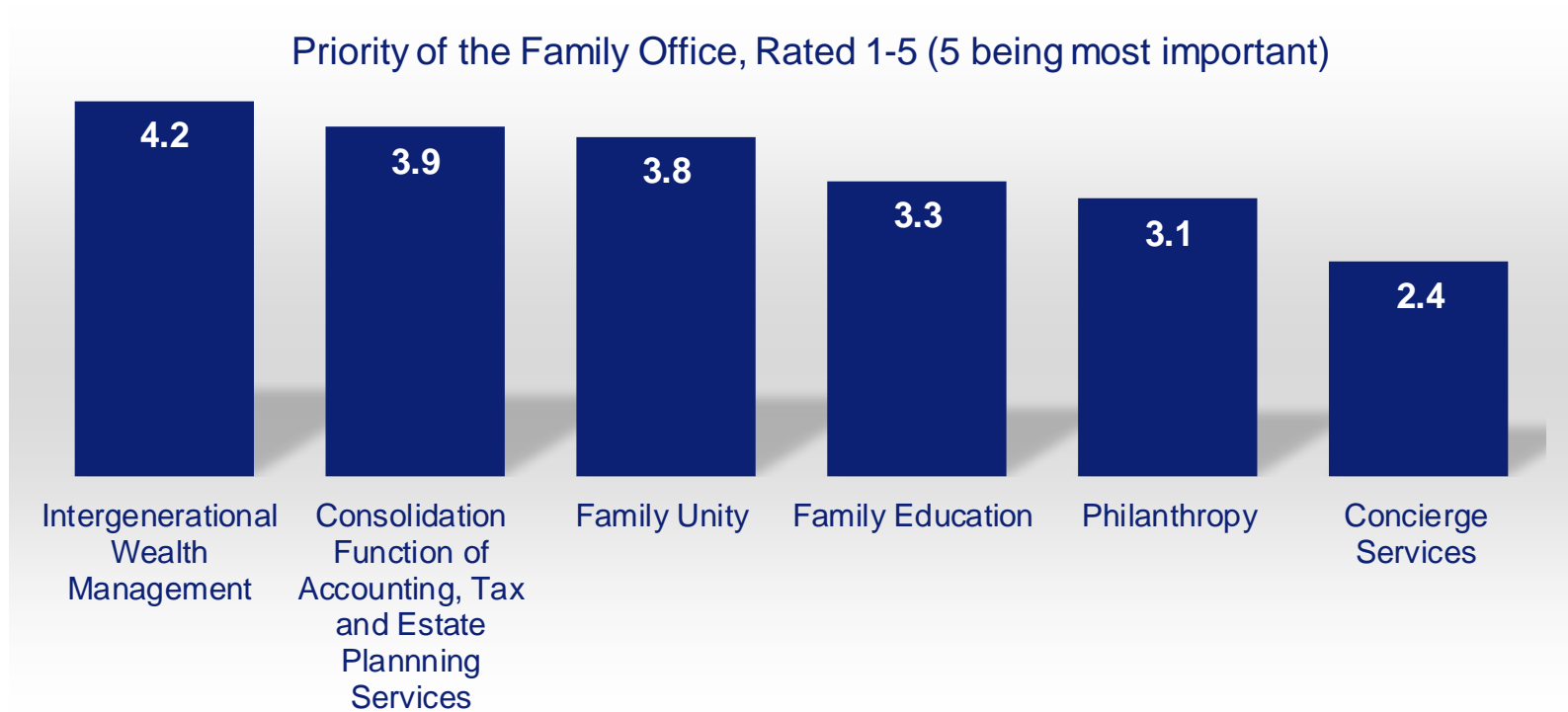
Common *family* challenges

- 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.



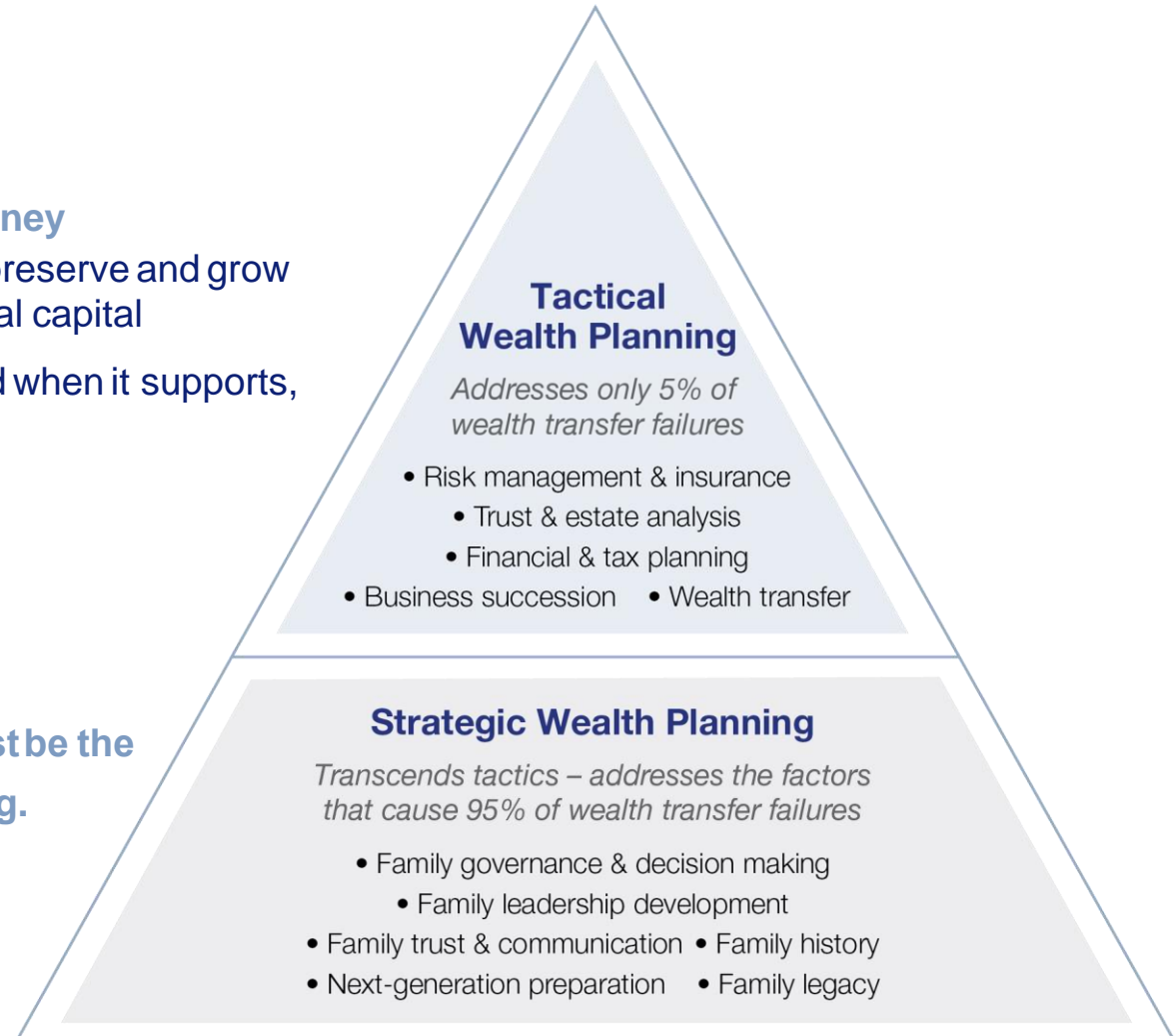
Success Comes from Addressing Strategy First



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.

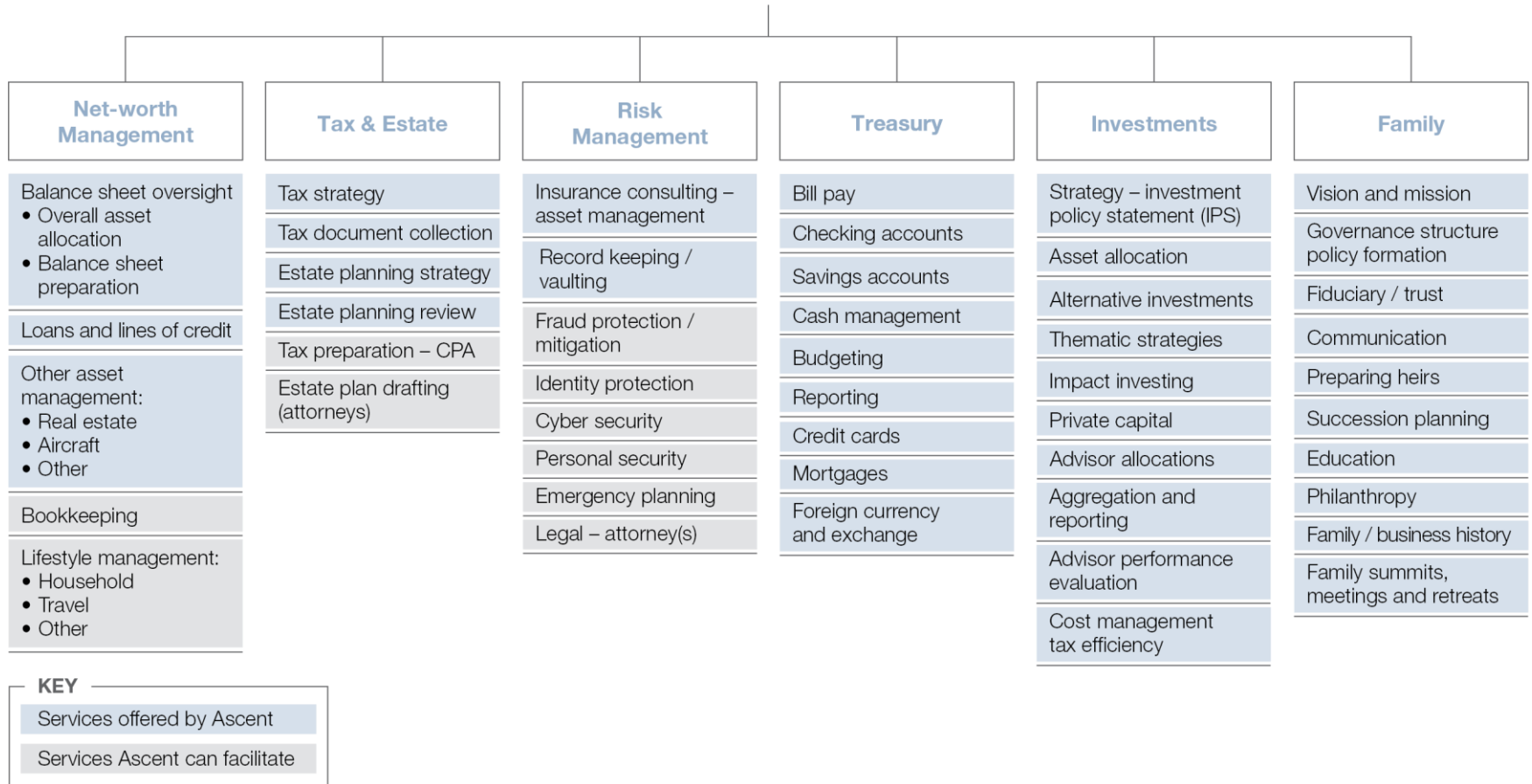


Organizing the Family Financial Enterprise



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.

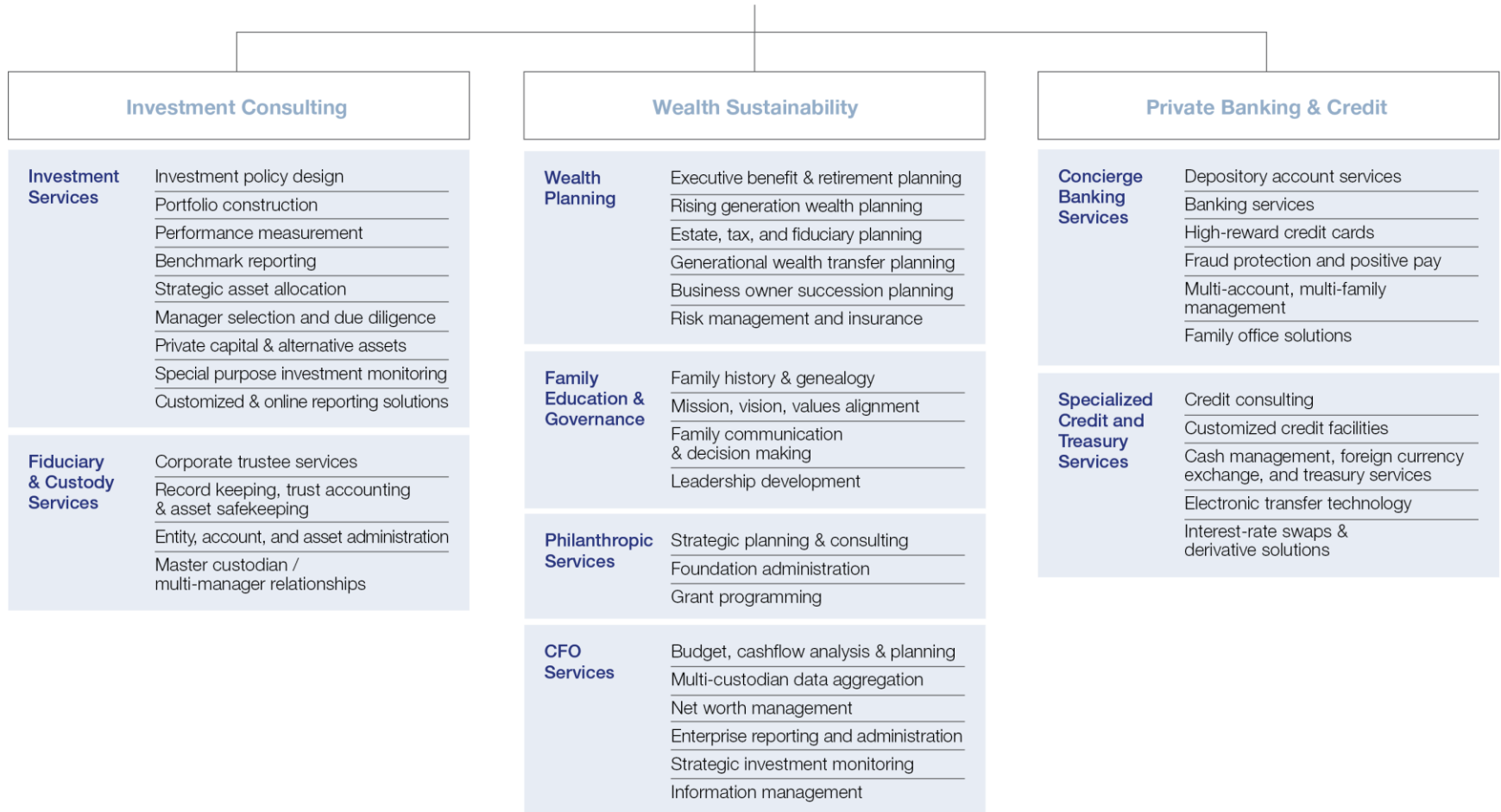
Family Financial Enterprise



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.

This information represents the opinion of U.S. Bank. This is not intended to be a forecast of future events or guarantee of future results. It is not intended to provide specific advice or to be construed as an offering of securities or recommendation to invest. Not for use as a primary basis of investment decisions. Not to be construed to meet the needs of any particular investor. Not a representation or solicitation or an offer to sell/buy any security. Investors should consult with their investment professional for advice concerning their particular situation.

U.S. Bank and its representatives do not provide tax or legal advice. Each individual's tax and financial situation is unique. Individuals should consult their tax and/or legal advisor for advice and information concerning their particular situation.



Deposit products offered by U.S. Bank National Association. Member FDIC.
Credit products are offered by U.S. Bank and subject to normal credit approval.