



# Family office consulting services brochure

[kpmg.com/cn](http://kpmg.com/cn)



# Why a family office?



## Privacy and growth

- Discreetly manage family wealth and affairs
- Act as a gatekeeper between the family and third parties
- Enhance harmonious family growth
- Maintain family value and family governance



## Highly personalised services

- Provide bespoke services tailored for the family that differ from those of wealth management institutions and multi-family offices
- Excel at responding to and anticipating the needs of the family



## Wealth protection, inheritance and accumulation

- Comprehensively manage philanthropy, estate planning, tax and family wealth distribution
- Handle strategic asset allocation, wealth protection and succession and long-term prosperity
- Carry out duties professionally, increase compliance and reduce risk

# Family office setup blueprint

## Identifying the purpose

- Define family value - Define family vision and expectations
- Specify current and future beneficiaries
- Specify the portion of the family's wealth managed by Family Office
- Outline scope and functions of the family office
- Understand the philosophy behind philanthropy

## Structuring and set up

- Create strategic asset holding structure (which may include setting up Trust), taking into consideration of asset protection, succession, control, tax and regulatory requirements
- Develop investment policy
- Structure family board and drafting of family governance documentations
- Create effective communication channels for family members
- Build philanthropy framework and management control methods
- Establish technology, key functions and organizational oversight
- Establish key procedures and internal controls
- Recruit talent and appointment of key roles

## Planning

- Determine the most suitable location
- Family board and family governance planning
- Preparation for NextGen's education, growth, development, living and succession
- Business rules on integrating NextGen and family member recruitment policy
- Defined roles and functions of executive and non-executive family members
- Thoughtful resourcing (insourcing vs outsourcing)

## Start

- Strategic asset allocation based on investment policy and strategic asset holding structure
- Finance management and control system, wealth management dashboard
- Philanthropy implementation
- Produce investment performance analysis dashboard
- Measure investment results against benchmarks

# What makes for an effective family office



Prompt response to economic changes and regulatory requirements



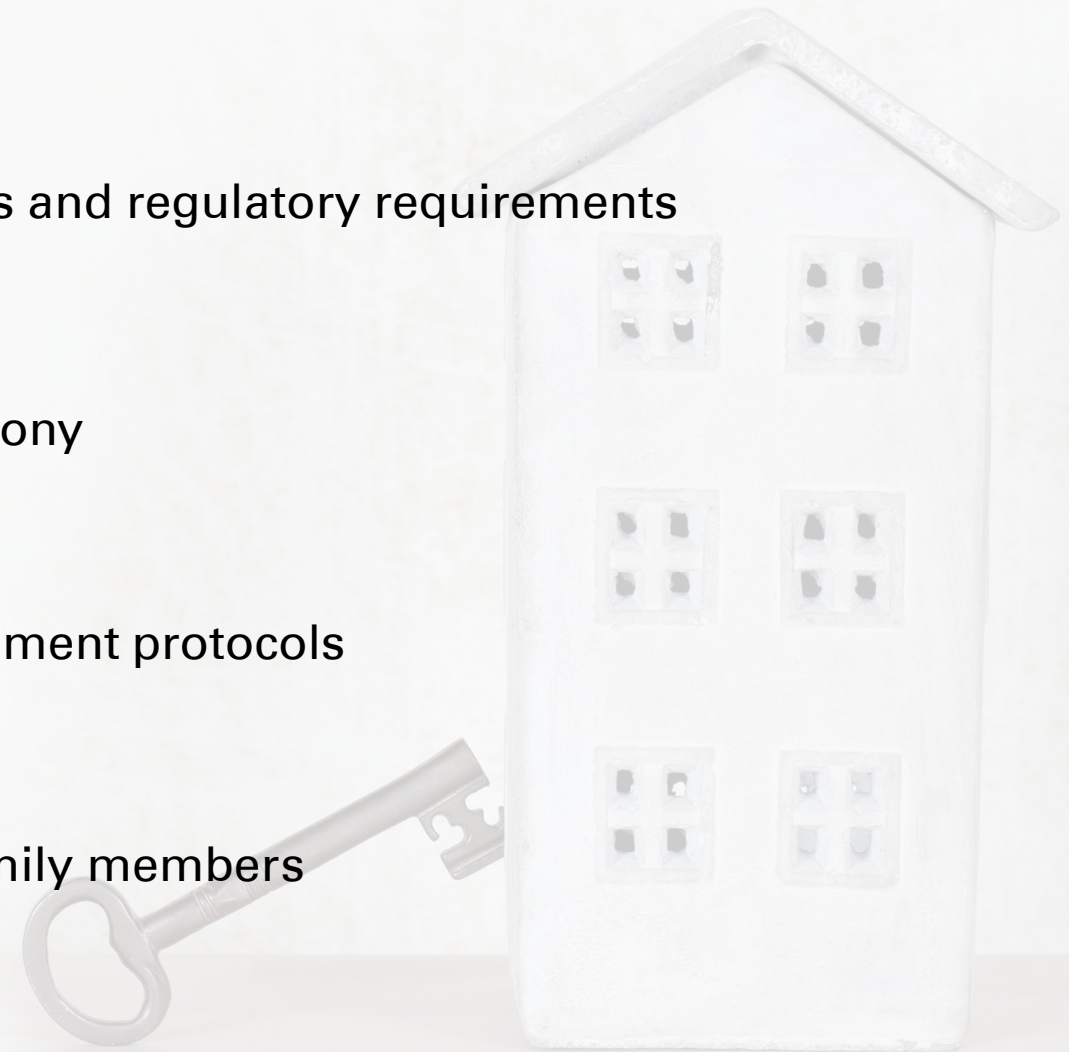
Long-term family prosperity and harmony



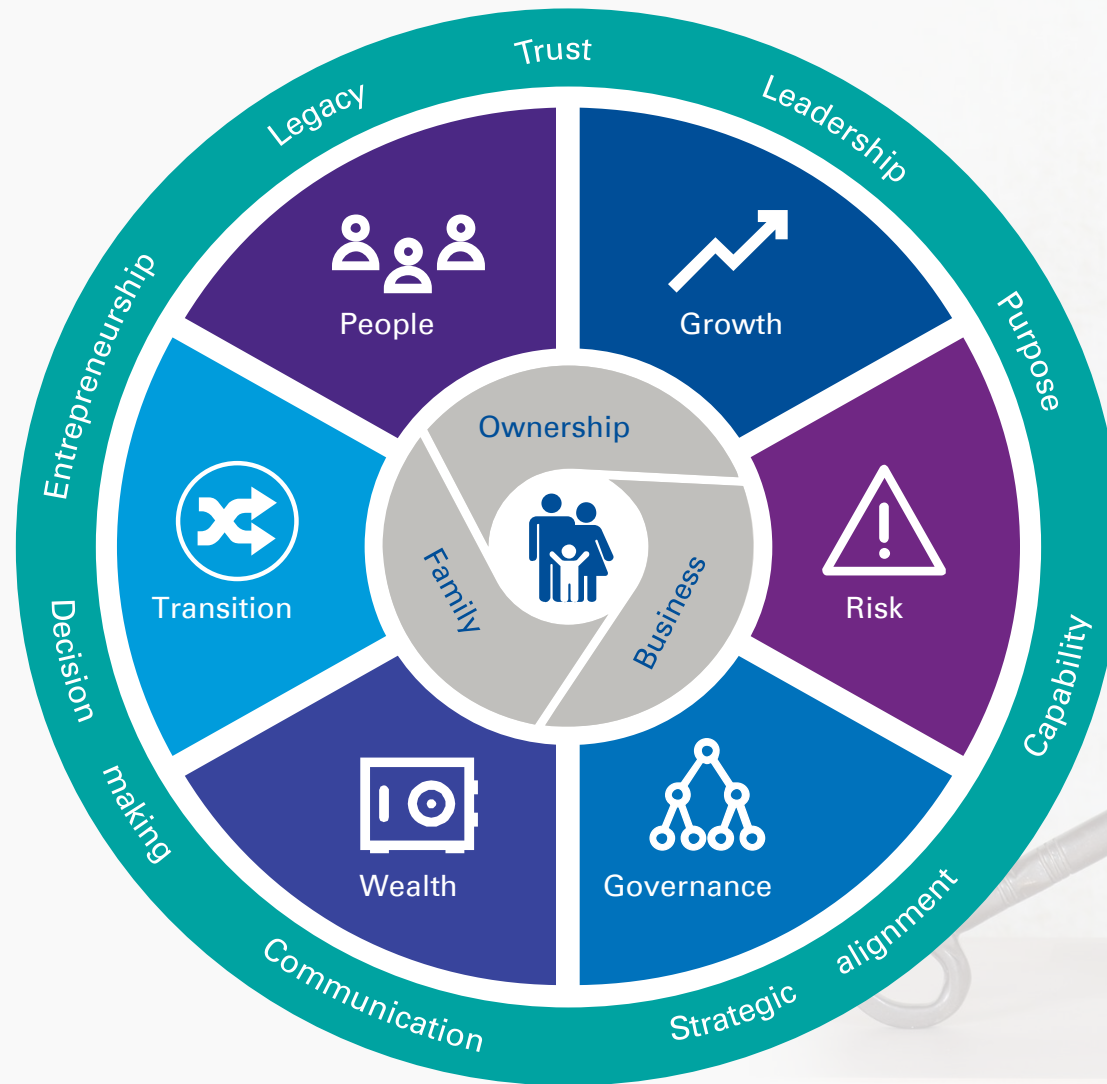
Systematic and robust wealth management protocols



Solutions for the bespoke needs of family members



# Managing the family business dynamics



# KPMG Solutions for Family Office set-up



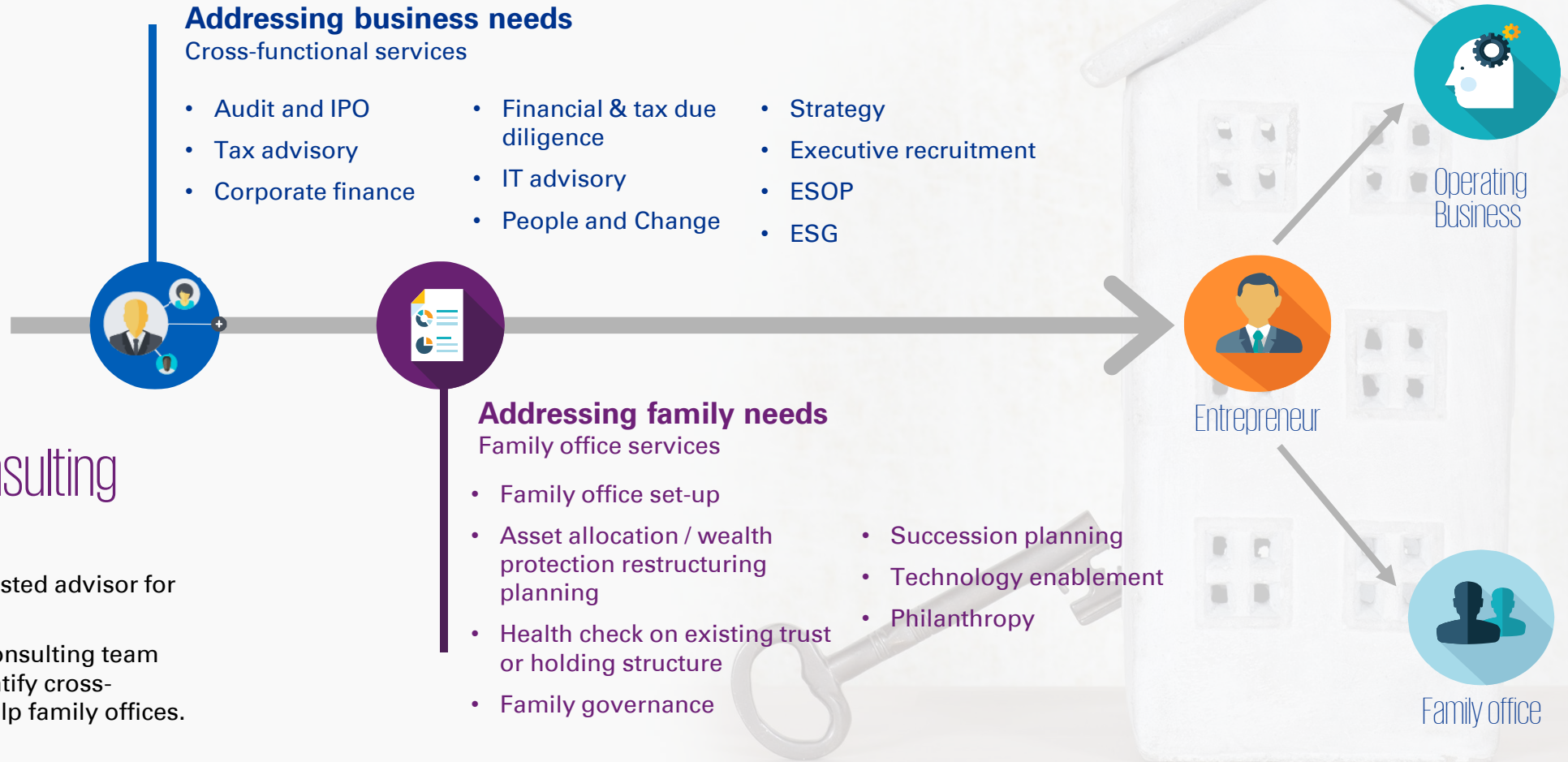
# Our service offerings for family



## Family office Consulting

KPMG will become the trusted advisor for family offices.

Our KPMG family office consulting team have the capability to identify cross-functional services that help family offices.



# Contact us

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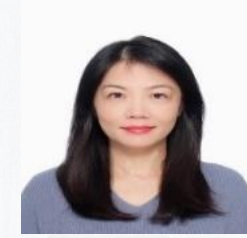
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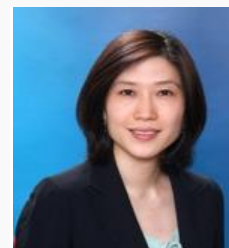
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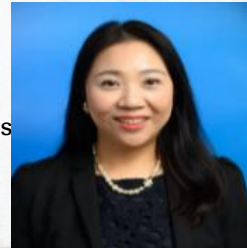
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