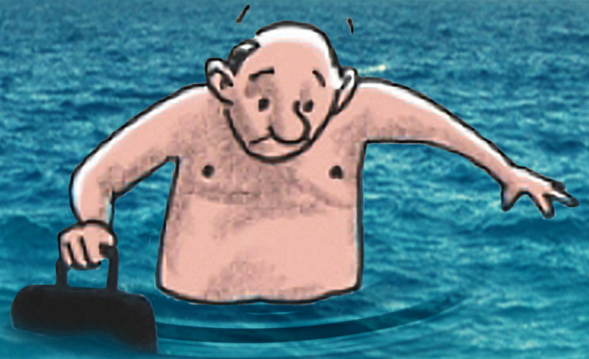
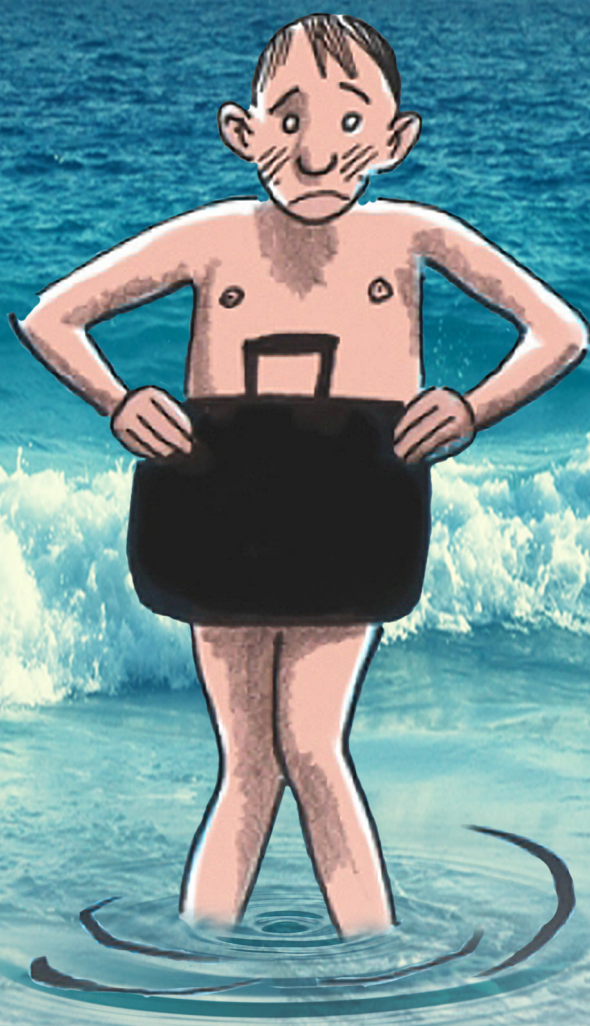


**DON'T LET  
YOUR CLIENTS GET  
CAUGHT NAKED  
WHEN THE TIDE RUNS OUT**



Powered by



ASSET VANTAGE

# *Introduction*

As the legendary **Chairman and CEO of Berkshire Hathaway, Warren Buffet** once said, *“Only when the tide goes out do you discover who's been swimming naked.”*

What he meant is that the rising tide floats all boats and that even bad investments can rise in a good market. It is only when the market turns volatile, one starts getting exposed to the risks of fundamentally bad investments (if not in return performance, then in hidden and unfavorable liquidity clauses, exit fees, correlated performance, and much more). Wealth management is a tricky business. It gets trickier for family offices where clients entrust their complex wealth to their trusted advisors so that they do not get caught unawares.

**Multi-single family offices are a new emerging class of family offices; a hybrid version of multi-family offices and single-family offices.** Like MFO's, these are boutique investment advisory services firms that provide conflict-free integrated advice based on a deep understanding of each family's entire balance sheet, tailored to their needs. However, these firms operate as a cluster of single-family offices and with dedicated teams and operations that preserve the privacy and exclusivity of traditional SFOs.

After serving 300+ global family offices of all shapes and sizes, and interacting with countless accountants, investment professionals, and family offices principals across the world, here are the **top 5 lessons that Asset Vantage vouches for:**



## *Lesson 1*

# **The Titanic mistake**

Relying only on the performance reporting of liquid investments (the highly visible tip of the iceberg) instead of the entire net-worth (the entire iceberg) can have fatal consequences. Your client's true financial health and circumstance are revealed only while doing the heavy lifting of the accounting of the family's entire balance sheet across family entities, assets and liabilities, and cash flows. An inadequate and back-dated view of your client's total finances can pose risks to the sailing ship, eventually sinking it.

***Asset Vantage** is a powerful private cloud-based technology platform that allows all variants of family offices to bring together the complexities of liquid and illiquid portfolio reporting and general ledger accounting to provide a single view of a family's entire net worth.*



## Lesson 2

# Dependancy on manual work

Keeping a separate general ledger accounting platform and a separate investment performance reporting platform is a hassle and wastes valuable time combining the data. This practice also puts you at risk of gathering inconsistent or lost meta investment data - the key information required to create an integrated picture of family wealth and decision making. After all, investment performance must be based on real cash flows and deserves to be in a single platform.

***Asset Vantage** allows family offices to significantly reduce the manual work of integrating the complete balance sheet from multiple systems. Family offices, leverage AV's tech and a complementary suite of services including on-boarding and on-going data reconciliation.*



## *Lesson 3*

# **Decision delayed is opportunity denied**

In an industry where time is money, slow decision making can make you lose out on lucrative opportunities. Generating a consolidated monthly report requires many unnecessary days (and sometimes weeks) of manual effort and that too after you get all the statements from various investment sources.

*A multitude of reports and analytics can be extracted from **Asset Vantage** in minutes. The faster you get access to your client's financial information, the sooner you can make good investment decisions.*



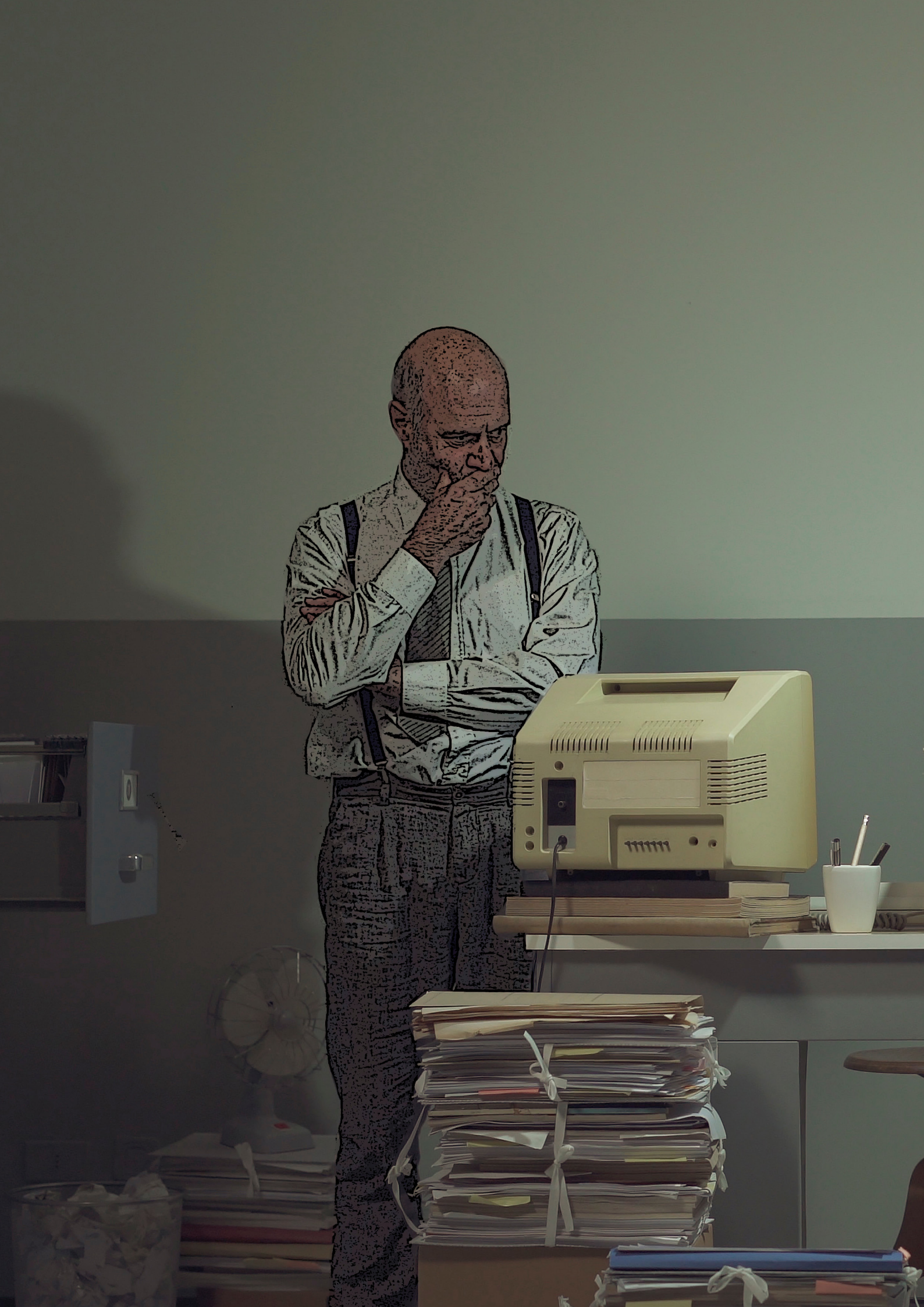


## *Lesson 4*

# **Not running wealth like you would your business**

Many families do not run their wealth like they ran their business that helped create wealth. With the right tools, family offices can help drive that discipline and rigor for families to efficiently control every department of a complex wealth management operation. It is important to deploy best practices and standard operating procedures that create process uniformity, promote financial discipline and help family offices to scale.

***Asset Vantage**, leverages digital technologies and cloud computing to implement a suite of standard operating procedures to offer full financial visibility and control in a personalized and secured manner.*



## Lesson 5

# An outdated legacy

Maintaining an outdated legacy tool or set of tools results in a consistent increase in your costs and more importantly, increases the risk of losing your client data forever in the gut of an unsupported dinosaur.

The right software platform, on the other hand, gives you a tremendous competitive advantage. An efficient tool not only allows your firm to focus on delivering your trusted advice to each of your family office customers but also allows you to scale your effectiveness across multiple families with ease.

Wondering, how to identify the right platform? It must be a fully managed and secure cloud-based platform that offers integrated reporting. The user should have access to global transaction and investment pricing feeds. The right platform is the one that is created to solve customer pain areas and therefore, should continuously enhance itself through customer feedback.

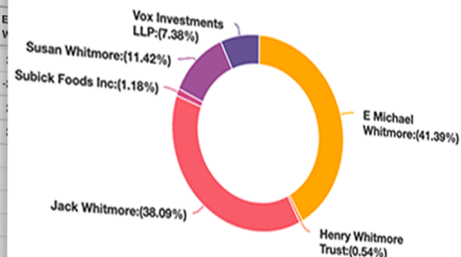
*Asset Vantage is modern, cost-efficient, and effective offering all the features that a right platform must have. It allows you to always own all your data and can easily integrate with other family office systems thereby offering seamless data migration. AV does all the heavy lifting so that our customers can focus on running their family office.*

# FAMILY ASSET ALLOCATION

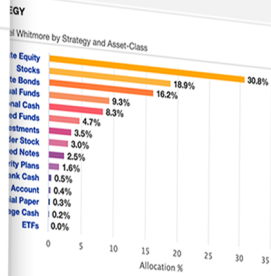
As on 30 May 2020

## FAMILY

Whitmore Group by Entity and Strategy



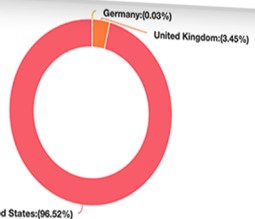
## ASSET VANTAGE



Report Filter	Quantity	Cost Basis	Price
Jul-2019 to 30-Sep-2019	0.00	699,397.00	
01-Oct-2019 to 31-Dec-2019	0.00	100.00	
Total	0.00	149,300.00	
	0.00	-69,500.00	
	0.00	211,800.00	
	0.00	549,997.00	
	0.00	549,998.00	
	0.00	-1.00	
	12,658.67	2,000.00	114,190.71
	1,150.00	1,500.00	14,601.36
	1,150.00	1,500.00	13,650.80
	0.00	0.00	950.58
	-8,500.00	0.00	20,000.00
	0.00	0.00	12,500.00
	10,000.00	500.00	34,588.08
	10,000.67	0.00	33,000.67
	-12,658.67	-2,000.00	565,206.29

## BALANCES

Whitmore by Account and Pre-set-Strategy	Allocation %	IRR %
HSBC Bank (xxxx2719) USD	66.57%	0.00%
Bank of America- New York (12801242353173) USD	31.22%	0.11%
Interactive Brokers (xxxx8523) USD	21.65%	0.57%
Goldman Sachs (789xxxx8788) USD	2.66%	0.00%
JP Morgan Chase (xxxx9911) USD	1.72%	0.00%
Barclays (xxxx3443) USD	1.36%	0.00%
Morgan Stanley (12341234) USD	1.34%	0.00%
JP Morgan Chase (xxxx8989) USD	0.92%	0.39%
Cash on Hand (123) USD	0.27%	0.00%



- 13,274.5
- 10,151.0
- 2,792.3
- 331.2
- 17,702.1
- 4,620.4
- 12,881.6
- 30,976.7

Powered by Asset Vantage

# *The Conclusion*

**Asset Vantage** empowers a new generation of modern multi-single family office advisor firms across New York, New Jersey, Massachusetts, Florida, Texas while revolutionizing the way family offices operate across the globe. Curious to know more about Asset Vantage? know more about Asset Vantage? [Speak to us.](#)