



Wealth Management

# NextGen

Summer Seminar— Understanding the  
Family Office Landscape  
June 2025

**Michael Zeuner**

*Managing Partner at WE Family Office*

**Deutsche Bank**

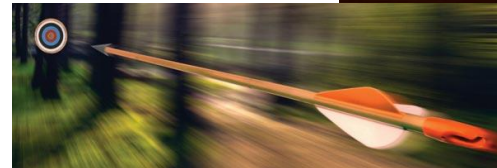


# **Understanding The Family Office Landscape**

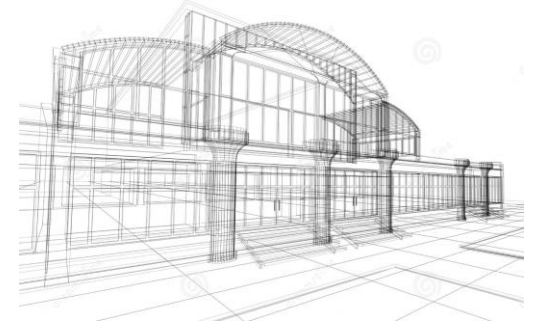
**June 2025**

# Objective: Provide Some Clarity In A Confusing Marketplace

- // “Noise” in the wealth management space about the concept of what is a “Family Office”
- // Wealth Owners are often confused and uncertain about what a family office is and whether or not they should “have one or join one”
- // My Objective is to give you a framework to help you cut through the clutter and determine what may be right for your family

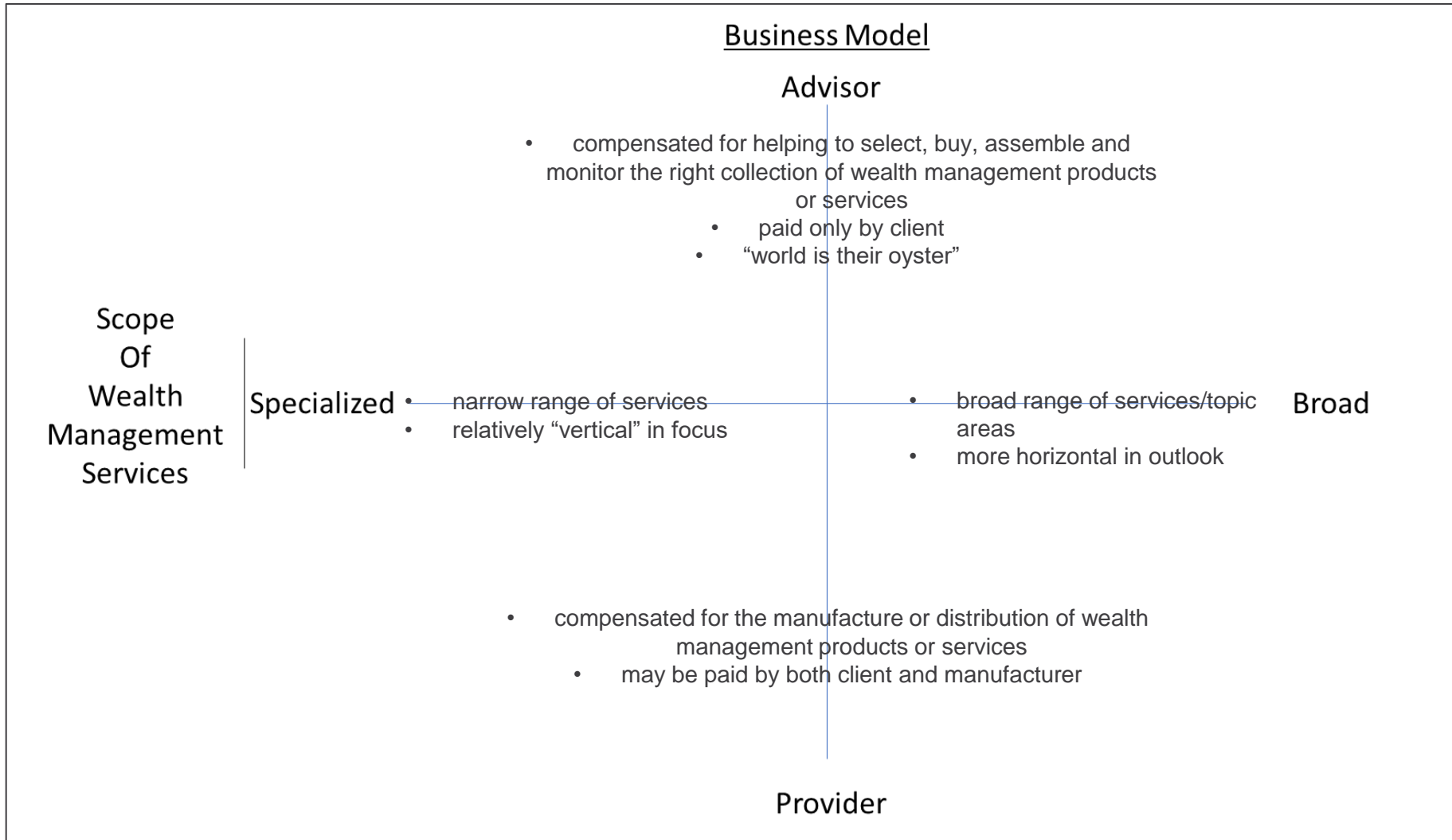


# Topics (In No Particular Order)

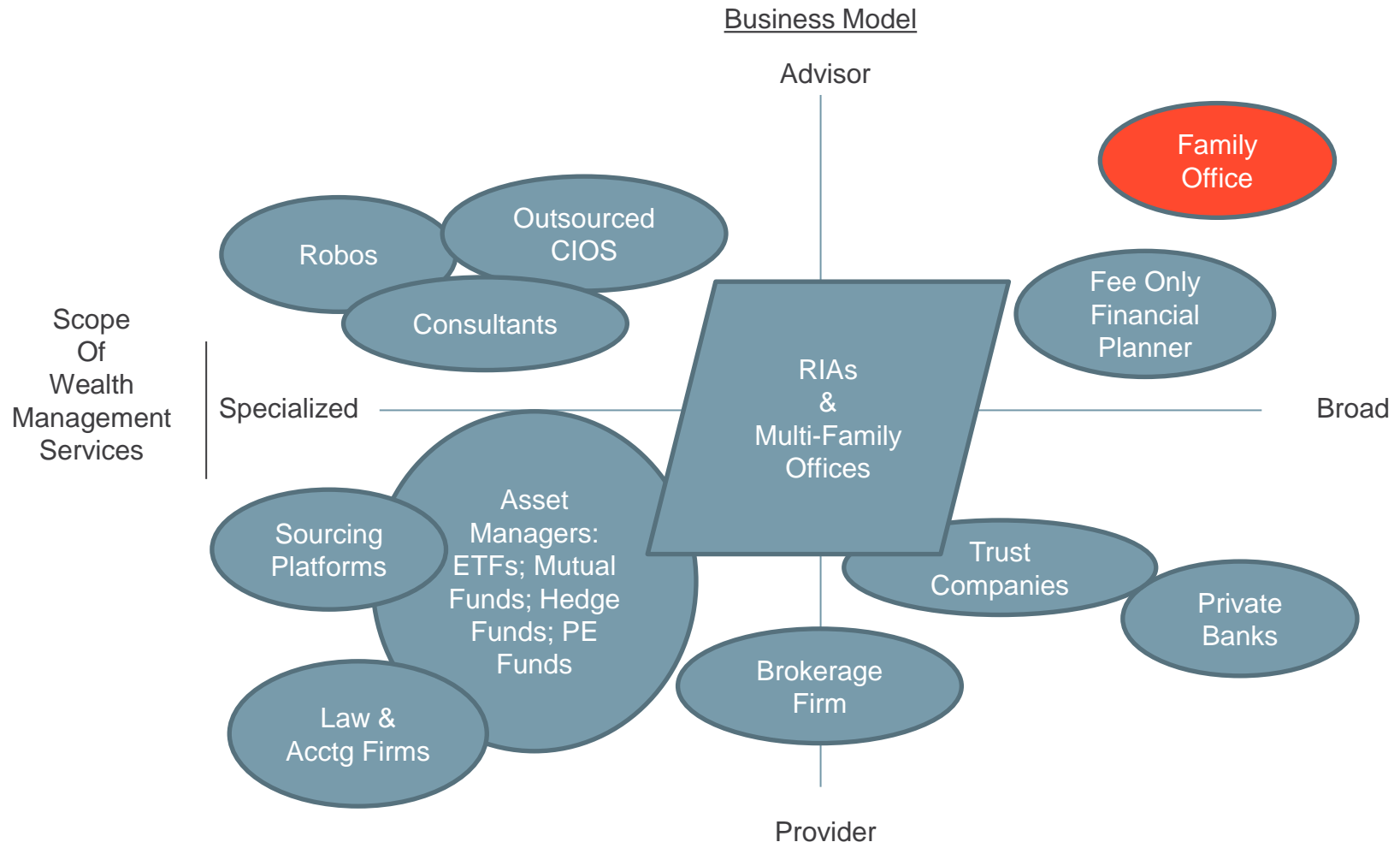


1. What is a “Family Office”?
2. Family Office In Context Of Broader Wealth Management Industry
3. Potential Role of a Family Office
4. How A Family Office Can Help

# The Wealth Management Industry



# The Wealth Management Industry



# The Role of a Family Office

- // Professionals hired and compensated by a family to **exclusively** serve the family and its agenda – often across generations
- // Alignment of interests
- // Family Office services are designed to keep the family in control of its wealth
- // Oversight and quality control
- // Primary activities: advising, buying and integrating



# A Family Office Is Not A Substitute For A Private Bank Or Other Wealth Management Firm

- // **All** families need financial institutions for wealth management products and services, including:
  - // Investment management
  - // Custody
  - // Brokerage
  - // Trust
  - // Banking
  - // Lending
- // **Some** families may seek the additional services of a family office
- // A Family Office is not a financial institution, and vice versa. They each play very different roles for a family



# A Family Office Solves For A Number Of Very Specific Issues – Ones No Other Provider Can Solve For

1. Big Picture Mapping & Planning
2. Integration
3. Aggregation
4. Identification & Assessment Of Conflicts & Their Potential Impact
5. Fee & Expense Management
6. Negotiation

# Options For Solving For These Issues

- |    |                                                                   |    |                                   |
|----|-------------------------------------------------------------------|----|-----------------------------------|
| 1. | Big Picture Mapping & Planning                                    |    |                                   |
| 2. | Integration                                                       | // | Do It Themselves                  |
| 3. | Aggregation                                                       | // | Hire Their Own Family Office Team |
| 4. | Identification & Assessment Of Conflicts & Their Potential Impact | // | Hire An Outsourced Family Office  |
|    |                                                                   | // | Any Combination Of The Above      |
| 5. | Fee & Expense Management                                          |    |                                   |
| 6. | Negotiation                                                       |    |                                   |

# Put Another Way....

MILY OFFICES

## Seeking A Better Way to Manage Your Wealth?

A FAMILY OFFICE CAN HELP.



# WE

[www.wefamilyoffices.com](http://www.wefamilyoffices.com)

Rockefeller Center 1270 Ave of The Americas, Suite 2101 | New York, NY 10020 | Tel: +1 212 218 5100

701 Brickell Avenue, Suite 2100 | Miami, FL 33131 | Tel: + 1 305 825 2225

# WE

For internal use only