

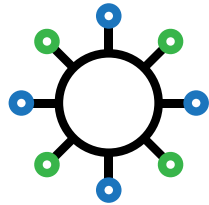
# Reasons Why Ultra-Wealth Providers Are Changing Their Brand Names

## CATALYSTS FOR A BRAND NAME CHANGE

Increase Brand Awareness and Visibility



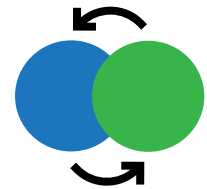
In Support of New Family Office Services Group Launch



Platform to Introduce Enhanced Capabilities



Signal a Change in How Their Services Are Positioned



## WHAT ADVISORS HOPE TO ACHIEVE

"Differentiating ourselves as a true family office, client referrals, marketing to MFO industry as an alternative to other types of competitors."

"Conveying the value of our softer (strategic) services and differentiating among other firms who either do or appear to deliver similarly comprehensive services."

"Getting additional name recognition, client referrals, and telling our firm's story in a clear and compelling way."

## MOST FIRMS SUPPORT REBRANDING

83%

Percent of Firms that Increased Their Marketing Budgets in 2018



To learn more about how our members harness FOX's insights, peer group exchanges and depth of resources, please contact us at [info@familyoffice.com](mailto:info@familyoffice.com)