

SELECTION GUIDE

Choosing the Right Family Office

The questions to ask and criteria to evaluate when selecting a family office partner for your family.

Once you have decided that the family office approach is right for you, how do you choose the **best family office** for you and your family? Ask these questions to find the right fit.

DUE DILIGENCE

Family Office Selection Checklist

Essential questions to ask any family office you're considering.

01

Background & Independence

What is the background and history of the firm? Who are the owners? Are they truly independent, or are they affiliated with a bank, insurance company, or asset manager that could create conflicts of interest?

02

Scope of Services

What is the scope of services offered? Which services are provided in-house and which are outsourced? Do they have the expertise to handle your specific needs—international structures, alternative investments, family governance?

03

Client Profile

What size and type of families do they serve? Will they provide client references? You want a firm that has experience with families similar to yours in terms of wealth level, complexity, and needs.

04

Fee Structure

What are the fee structures? Are there any performance-based fees? Are fees transparent and easy to understand, or are there hidden charges? How does their compensation align with your interests?

05

Objectivity

Does the firm provide completely objective advice for their families? Do they receive any commissions, kickbacks, or incentives from product providers? If so, how do they manage these conflicts?

06

Confidentiality

How does the firm protect the confidentiality of its client information? What security measures are in place? Who has access to your data? Discretion is paramount in family office relationships.

07

Values & Culture Fit

Do the firm's values resonate with your family values? Are you comfortable with the people you will be dealing with? This is a long-term relationship—personal chemistry matters as much as technical expertise.

WHAT TO EVALUATE

Key Selection Criteria



Independence

Look for a firm that is not owned by or affiliated with institutions that could create conflicts. True independence means objective advice.



Experience

Ensure the team has deep experience in the specific areas you need—investments, tax, estate, international structures, family dynamics.



Transparency

Fees should be clear and understandable. Avoid firms that are vague about costs or have complex, layered fee structures.



Communication

Choose a firm that communicates clearly, proactively, and in a way that matches your preferences. Regular updates and accessibility matter.



Personal Fit

This is a long-term relationship. You should feel comfortable with the people, their values, and their approach to your family's needs.



Track Record

Ask for references and case studies. A reputable firm should be able to demonstrate their experience and results with similar families.

WARNING SIGNS

Red Flags to Watch For

Lack of Transparency

If a firm is vague about fees, ownership, or how they're compensated, proceed with caution. Transparency is fundamental to trust.

Product-Pushing

Beware of firms that seem more interested in selling specific products than understanding your needs. A true family office is advice-driven, not product-driven.

Unrealistic Promises

Be skeptical of guaranteed returns or promises that sound too good to be true. Responsible advisors are realistic about expectations and risks.

Poor Communication

If they're hard to reach during the sales process, imagine how they'll be once you're a client. Accessibility should be a given.

OUR APPROACH

Why Families Choose FWA

- ✓ **100% Independent** — We're privately owned with no bank or institutional affiliations
- ✓ **Fee-Only Model** — Our only compensation comes directly from clients
- ✓ **100% Rebate Policy** — All commissions credited back to clients
- ✓ **15+ Years Experience** — Serving families in Israel since 2009
- ✓ **Holistic Services** — Investments, tax, estate, governance under one roof
- ✓ **Boutique Attention** — Small firm, personalized service, direct access

FWA Office

LEARN MORE

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← What is a Family Office?

Start from the beginning and learn the fundamentals of family offices.

About FWA →

Learn more about our history, mission, and the team that would serve your family.

Ready to see if FWA is the right fit for your family?

Schedule a Consultation

