Here are the essential sections Wealth Advisory firm's website should have: 

**1. Homepage**

* Brief introduction to the firm

Phidelis Capital has been conceived to deliver high quality, objective & ethical asset management solutions & advice.

An amalgam of Fidelis, the latin word for faith & loyalty; and Phi, the Greek symbol that mathematically represents the golden ratio of harmonious proportions, ‘Phidelis’ blends together these core values in its fundamental essence.

* A compelling tagline or mission statement

As an independent advisory firm, and multi family office from Singapore, Phidelis Capital seeks to leverage the experience and expertise of its distinguished founders, partners, research and technology, to deliver bespoke, optimized solutions for varied client objectives & situations.

Our mission is governed by the highest, unwavering standards of ethics, honesty & good faith.

* High-quality visuals (e.g., success stories, financial growth themes)
* Call-to-action (e.g., "Schedule a Consultation")

**2. About Us**

* Firm's history and background

Phidelis has been born out of a strong desire to craft superior, ethical solutions to help address & optimize various wealth management needs of clients.

The firm’s founders and partners have had decades of experience working in global banks, and endeavour to holistically serve clients through differentiated values, and an architecture that’s better aligned to their goals.

Vision:, mission, and core values: We endeavour to intently focus, understand, craft and deliver superior solutions for a range of client situations across the entire spectrum of wealth & asset management.

Integrity, care, competence & diligence are the cornerstones of our franchise.

* Leadership team (bios, photos, LinkedIn links)

Anuj Grover

Chief Executive Officer

Anuj is a career wealth management practitioner, with two decades of experience across the spectrum of banking, investment advisory, succession and legacy planning. As a trusted confidante of entrepreneurs, professionals and multi-generational wealthy families with nuanced needs, he has carefully honed skills in crafting bespoke portfolio solutions & frameworks, navigating market cycles & leading ever evolving standards of governance.

Presently based in Singapore for about 10 years, Anuj has lived & worked in India, the Middle East & Hong Kong, and covers clients & business opportunities across the global geographic spectrum.

Anuj has previously held client advisory & leadership roles with leading global financial institutions such as Citi, HSBC & UBS, with his last position in Private Banking as Managing Director at Swiss boutique Bank J. Safra Sarasin.

Prashant Shah

Chief Investment Officer

Prashant is a seasoned finance professional with over 25 years of experience across Consulting, Private Banking, Wealth & Asset Management.

He has held leadership roles such as CEO, Fund Manager, and Executive Director at global financial institutions including UBS, J. Safra Sarasin, Standard Chartered, GE, Centrum, Enam & Matterhorn; managing and advising private clients, family offices, and institutional investors.

Prashant’s expertise spans investment advisory, business strategy, risk management, and regulatory compliance across jurisdictions.

He has successfully built and scaled asset & wealth management businesses. His skills & in-depth experience covers a range of asset classes including public and private equity, debt, alternatives & venture capital evaluations and managing investments across geographies.

Patricia ‘Pat’ Lim

Head of Operations

With over 35 years’ experience in the finance industry, Pat began her banking career in Singapore as a client service associate in the early nineties and progressed to become a banker in due course, advising and managing clients in the pan Asian region. Having closely witnessed several financial crises, Pat is a strong advocate for providing the right advice and guidance to clients and that doing right by them is singularly key to being a true financial advisor.

Pat has held diverse banking roles in both front & middle office functions, serving clients, leading teams & desks, and banking operations at various global financial institutions including Citi, UBS, Deutsche Bank, DBS, J. Safra Sarasin, Commerzbank, and Standard Chartered.

Sushruth Sunder, CFA

Investment Analyst

With about a decade of experience in asset & wealth management, investment research, and financial media, Sushruth has honed deep expertise in securities research, market analysis, and data-driven investment strategies.

Prior to his current role, he has led equity research at fintech firm INDmoney, and contributed extensively as a Financial Journalist at the Financial Express publication, authoring hundreds of bylined articles. His experience includes stints in the Risk Management function at Birla Sun Life Asset Management & Internships at Incred Global Wealth, Singapore.

Sushruth leverages his comprehensive investments expertise, acumen and client-centric approach to deliver tailored investment solutions and value-driven insights.

* Why choose us? (unique selling points)

**3. Services**

* Wealth Management
* Investment Advisory
* Retirement Planning
* Tax & Estate Planning
* Insurance Planning
* Financial Goal Setting

**4. Our Approach**

* How the firm tailors strategies for clients
* Investment philosophy
* Risk management principles
* Financial planning process

**5. Products**

* Investment portfolios
* Insurance products
* Specialized financial solutions
* Custom wealth plans

**6. Resources & Insights**

* Blog & Articles (financial tips, market updates, case studies)
* Market research reports
* Educational videos or podcasts
* FAQs

**7. Client Success Stories / Testimonials**

* Real stories from satisfied clients (with permission)
* Case studies (anonymized)

**8. Contact Us**

* Office locations with Google Maps integration
* Contact form (name, email, message)
* Phone number & email address
* Social media links

**9. Client Portal (If applicable)**

* Secure login for existing clients to access portfolios and reports

**10. Careers**

* Open job positions
* Company culture and benefits
* Application process

**11. Legal & Compliance**

* Terms & Conditions
* Privacy Policy
* Regulatory Disclosures