

What's Important to You?

“...a revolution.”

It sounds very simple yet, in wealth management, the recent emergence of family offices – talented professionals sitting only on a family's side of the table, representing only their interests – amounts to a revolution. This revolution, like most in history, starts when a group of people pursues the freedom they have been denied. For the wealthy, it is a demand for freedom from conflicts of interest – a desire to have talented professionals working only in their best interests, sitting on their side of the table.

“...wealth without worry.”

At GenSpring, we are passionate about what we do. It is our desire to provide wealth without worry. Experience tells us that successfully doing so requires that we do more than just invest money. For the families we serve, tax planning involves more than filling out a tax return; estate planning is more than writing a will; and philanthropy is more than simply writing a few checks every December. For the families we serve, these and other aspects of wealth are connected. They can have a dramatic impact on each other and lead to financial disaster or seemingly unlimited opportunities. And, for the families we serve, money is about more than what it can buy.

We spend countless hours preparing family members for life with wealth. We teach 16-year olds about credit cards and 55-year olds how to be a good trustee. We explain prenuptial agreements, governance structures, life insurance, trusts, hedge funds... and far more. We help families learn to talk about their money. We constantly work to prevent all of the unintended consequences of wealth.

At GenSpring, we have assembled a most talented and diverse team of experts and advisors in our industry. Professionals who...

- Stick to their beliefs regardless of influence or inconvenience and speak to their client families with conviction and honesty...
- Feel an overwhelming sense of responsibility to their client families and serve only their interests...
- Adhere to the highest standards of ethics and forbid even the slightest perception of conflict...
- Are never satisfied with the status quo and always work to provide their client families with better...
- Work to ensure that wealth brings greater happiness to their clients and their families...

We sit on the same side of the table with the families we serve – free from conflicts of interest. We have built family offices to serve only their needs.

We do these things because our values tell us they are important to us. We do these things because the families we serve tell us they are important to them.

What do you want your family office to do for you?

Contact us for more information:

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