

As Seen In... Forbes, February 16, 2009

Evolution of Wealth Management

Vogel Consulting's Integrated Approach Is Clients' Greatest Asset

Evolution can sometimes take a dramatic turn.

For many, many years, massive financial institutions ruled the roost, providing the bulk of investment advisory and financial planning services for the wealthiest families. Then, in the midst of rampant consolidation and increasing industry turmoil, the multifamily office (MFO) emerged.

Independent MFOs are turning the institutional approach to wealth management on its head. Serving ultra high-net-worth families (\$100 million and up), MFOs appeal to those who demand truly integrated financial plans and who value independence in thought and action — a hard-wired focus on solutions, not sales — that most large institutions are simply not structured to provide.

Since its inception in 1993, Vogel Consulting has been at the forefront of the emerging MFO industry. Today, the firm is one of the nation's top 10 MFOs in size and integration capability, with more than \$3.5 billion worth of assets under advisement.



Every Plan Built by Hand

Rhona Vogel and her colleagues like to compare the work they do on behalf of families to a Rolls Royce — built from scratch, with every part carefully crafted and assembled by hand. The firm's directors begin the planning process by assessing each family's personal objectives, working through those objectives and developing wholly customized solutions via open architecture and "best in class" strategy and manager selection.

"Because we are dealing with a limited number of families, we not only customize plans, but we also customize the implementation of those plans. We don't have a standard this or that in our system. We're not trying to fit you into a box the trust company has developed for you. Every piece we put into place is specific to the family we are serving."

Integration in Its Truest Sense

From its internal organization and planning process to the management of its client relationships, Vogel Consulting fully adheres to the concept of Integration-Led Wealth Management™. Thinking and acting solely in the client's best interest in the areas of investment planning, taxation, business operation, estate structuring, financial consulting and family education is the key to integration and management. According to President and Founder Rhona E. Vogel, CPA, the firm's approach completely differs from the traditional wealth advisory model.

"Integration is the cornerstone of our firm. It is how our procedures are handled internally, how we work together as teams, how we approach decision making with families. Unlike account representatives who manage separate investment, tax and estate silos, each of our directors has a strong, multidisciplinary background. The director is the focal point of the integration activity and each client family's permanent team."



The Importance of Shared Ideals

Vogel Consulting charges for services predominantly on an "hourly fee" basis, which is in direct contrast to the "percentage fee" method most other firms demand.

"At the end of the day, the hourly fee is less expensive and more clearly aligned with our clients' objectives," says Vogel. "We take the time to get to know each family in a very personal way. Our directors know the process is complex with lots of pieces to understand, and it's important that the partnership work. The fact that our client courtships tend to be longer is, both for us and our clients, a very good thing."



VOGEL CONSULTING
 MAKING WEALTH MANAGEABLE®

3415 Gateway Road
 Brookfield, WI 53045
 (262) 790-4960

190 South LaSalle, Suite 610
 Chicago, IL 60603
 (312) 332-1022

www.vogelcog.com



INTEGRATION