

*In a world that offers  
limitless opportunities to wealthy families,  
what remains elusive is the fulfilment of  
meaning, purpose and legacy*

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## **The Practical Guide For Wealthy Families And Family Offices**

Paul Roper \* Roelf Odendaal \* Heinrich Odendaal

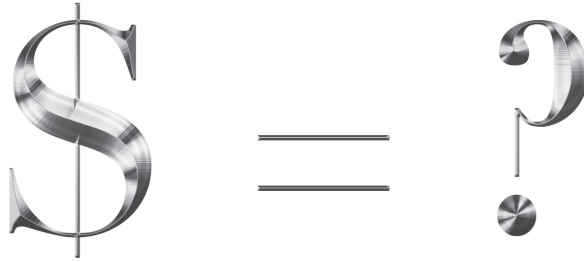
A valuable **369-page** publication for ***all stakeholders***  
in the arena of wealthy families and family offices.

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is modern man's accepted symbol of money  
and the concept of wealth.  
In the context of this guide, we explore what money  
could mean to wealthy families

?

What is the purpose of wealth?  
Once wealthy families have achieved wealth,  
what then?  
Is the achievement of wealth simply  
the only objective?  
What meaningful purpose does wealth serve and how do  
wealthy families make wealth  
more meaningful for:

*Themselves*

*Their families*

*Their descendants*

*The community in which they live, and  
by extension Humanity?*

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# Guide Overview

The world of wealthy families and family offices is filled with complexities and ever-changing variables. However, the principles of creating and maintaining wealth for the family remain a constant.

What should also be part of that constant is the defined *higher purpose* of the family to navigate the terrain of unlimited opportunities that wealth brings and how a difference can be made in humanity.

The current plethora of literature tends to be geographically focused on the United States. In this guide, we endeavour to be as inclusive as possible, to be internationally encompassing and to capture other parts of the world by using concrete examples we and our peers have encountered in the international arena.

The topics covered in this guide are varied but are all *rooted in issues relevant* to wealthy families. Much of this guide is based on the authors' experiences with wealthy families, built up over a collective involvement of well over half a century.

In broad, the objective of this 369-page publication is to provide guidance for families with international footprints and to those where there is a family office involved as part of their international planning. The two are likely to intersect. *Practical examples* and copies of relevant documents are also provided, where possible.

Apart from being aimed at international families themselves, it is also directed at their *advisors*, their *lawyers*, *accountants*, *investment advisors* and the range of *professionals* who get involved with them and their businesses.

We anticipate that the guide will evolve, so it is written as a snapshot in time, in the knowledge that as things change year-on-year, we will look to capture what is then current in future editions.

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*As you can see,  
wealth isn't necessarily about money;  
it is more the wealth that you have  
within your own soul and what comes out  
through your mouth and heart.*

*Catherine Pulsifer*

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