# MFO Fee and AUM Benchmark

Use this worksheet to compare your multi-family office with directory benchmarks. The figures come from 1,760 firms in the directory. AUM figures cover 292 firms with SEC Form ADV data captured in the directory, using each firm's recorded ADV date. Fill in your own figures as you work.

## 1. Your quick profile

Firm name: _____

Benchmark date: _____

Primary location: _____

Year founded: _____

Clients served: _____

Primary service focus: _____

Primary fee type: _____

Your AUM: $_____

## 2. AUM benchmark

Directory sample: 292 SEC-registered adviser firms with AUM data.

25th percentile AUM: about $358 million.

Median AUM: about $921 million.

75th percentile AUM: about $3.08 billion.

Maximum AUM: about $117.5 billion.

Your AUM: $_____

Your position against the benchmarks: _____

AUM target for the next review period: $_____

Primary growth assumption: _____

## 3. Fee model benchmark

% of AUM: 289 firms.

Fixed fees: 209 firms.

Performance-based fees: 110 firms.

Hourly fees: 95 firms.

Other fee types: 41 firms.

Commissions: 2 firms.

Subscription fees: 2 firms.

Your primary fee type: _____

Your secondary fee type, if applicable: _____

Your fee description in one sentence: _____

Fee model change to review: _____

## 4. Services benchmark

Portfolio management for individuals and small businesses: 279 firms.

Selecting other advisers: 213 firms.

Financial planning: 207 firms.

Portfolio management for institutions: 141 firms.

Portfolio management for pooled vehicles: 126 firms.

Other services: 89 firms.

Pension consulting: 65 firms.

Educational seminars: 28 firms.

Newsletters and publications: 18 firms.

Portfolio management for investment companies: 14 firms.

Your top three services: 1. _____ 2. _____ 3. _____

Service you may add, remove, or reposition: _____

## 5. Client mix benchmark

High net worth individuals: 263 firms.

Individuals who are not high net worth: 178 firms.

Pooled vehicles: 121 firms.

Charities: 107 firms.

Other client types: 97 firms.

Pension plans: 62 firms.

Investment companies: 18 firms.

State and municipal clients: 17 firms.

Insurance companies: 17 firms.

Other advisers: 8 firms.

Banks and thrifts: 5 firms.

Business development companies: 1 firm.

Your top client type: _____

Client type you want to grow: _____

Client type you want to serve less often: _____

## 6. Firm age and market reach

Recorded firms founded in the 1980s: 77.

Recorded firms founded in the 1990s: 149.

Recorded firms founded in the 2000s: 470.

Recorded firms founded in the 2010s: 614.

Recorded firms founded in the 2020s: 113.

Recorded directory coverage by region: North America, 780; Europe, 595; Asia Pacific, 180; Latin America and Caribbean, 123; Middle East, 41; Other, 26; Africa, 13.

Your firm age group: _____

Your primary region: _____

Your expansion region, if any: _____

## 7. One-page benchmark review

Our AUM compared with the median: _____

Our fee model compared with the directory: _____

Our strongest service category: _____

Our clearest client segment: _____

Our biggest gap: _____

One action for the next 90 days: _____

Owner: _____

Review date: _____

How we will measure progress: _____

Source: MFO directory data. SEC Form ADV figures were captured from filings in the directory, using the ADV date recorded per firm. This benchmark is educational only and is not legal, tax, or investment advice.