MFO Request for Proposal (RFP) Template

Use this template to request clear, comparable proposals from multifamily office providers. Replace the bracketed fields with your details. Keep the final document focused on your needs, decision process, and evaluation criteria.

RFP Overview

Issuing organization: [FAMILY OR ENTITY NAME]

Primary contact: [NAME, TITLE, EMAIL, PHONE]

RFP issue date: [DATE]

Proposal deadline: [DATE AND TIME ZONE]

Expected decision date: [DATE]

Expected start date: [DATE]

Confidentiality contact: [NAME AND EMAIL]

Purpose of this RFP: We are seeking a multifamily office partner to support [FAMILY, OWNERS, TRUSTEES, OR ENTITY] with [CORE NEEDS].

About Us

Family or organization name: [NAME]

Primary location or locations: [LOCATION]

Family structure and relevant entities: [SUMMARY]

Approximate assets or responsibilities in scope: [DESCRIPTION]

Current advisers and providers: [SUMMARY]

Current challenges: [LIST]

Goals for the engagement: [LIST]

Important family, ownership, governance, or operating considerations: [SUMMARY]

Scope of Services

Please describe your approach to investment oversight and portfolio management.

Please describe your approach to financial planning and long-term wealth planning.

Please describe your experience coordinating with outside advisers.

Please describe your support for estate, trust, philanthropic, and family governance work. Identify where you provide coordination only.

Please describe your reporting, data collection, performance reporting, and document management processes.

Please describe your support for private investments, pooled vehicles, operating businesses, real estate, and

other assets, when applicable.

Please describe your approach to risk management, liquidity planning, insurance review, and cash management.

Please describe family education, meeting support, and next-generation services.

Please identify every service included in the proposed scope.

Please identify every service that would require a separate agreement or fee.

Required Service Detail

For each proposed service, provide the responsible team, deliverables, meeting cadence, expected response time, client inputs, and fee treatment.

State which work is performed by your employees and which work is assigned to affiliated or external providers.

Describe how you handle conflicts of interest.

Describe your business continuity, cybersecurity, privacy, and incident response practices.

Describe how you measure service quality and address missed deliverables.

Team and Experience

Provide the proposed relationship team, including names, titles, locations, responsibilities, and expected availability.

Identify the senior person accountable for the relationship.

Describe relevant experience with families or organizations similar to ours.

Describe team tenure and expected staff continuity.

List any planned changes to the proposed team.

Provide client references who have agreed to be contacted.

Fees and Commercial Terms

Provide a complete fee schedule in plain language.

Separate recurring fees, project fees, transaction fees, third-party costs, custody costs, and other expenses.

State whether fees are based on assets, fixed amounts, hourly work, performance, subscriptions, commissions, or another method.

Explain fee breaks, minimums, billing frequency, payment terms, and termination charges.

Disclose compensation received from affiliates, funds, custodians, brokers, or other third parties.

Provide a sample invoice for the proposed scope.

Identify services that may create additional fees during the engagement.

Technology, Reporting, and Data

Describe the client portal, reporting tools, data feeds, and document storage used for the engagement.

List supported data sources and explain how data accuracy is checked.

Describe user access controls, authentication, encryption, retention, and deletion practices.

State how clients can export their data if the relationship ends.

Provide sample reports, dashboards, meeting materials, and service calendars.

Regulatory and Firm Information

Legal entity name: [NAME]

Primary office: [LOCATION]

Relevant registrations and regulatory authorities: [DETAILS]

SEC Form ADV date, when applicable: [DATE]

Provide links or copies of relevant Form ADV filings and disclosures.

Disclose material disciplinary, regulatory, litigation, or business continuity matters.

State ownership, control persons, affiliated entities, and material changes expected.

Provide the name and contact details for compliance questions.

Proposal Format

Executive summary

Understanding of our needs

Proposed scope and deliverables

Service calendar and meeting cadence

Team biographies and responsibilities

Relevant experience and references

Technology, reporting, security, and continuity

Fee schedule and commercial terms

Conflicts and disclosures

Assumptions, exclusions, and required client resources

Draft agreement or standard terms

Questions and requested clarifications

Evaluation Criteria

Fit with our goals, structure, and service needs

Relevant experience and quality of references

Depth, stability, and accessibility of the proposed team

Clarity and total cost of fees

Quality of reporting, technology, and data controls

Coordination with outside advisers

Risk management, privacy, cybersecurity, and continuity

Communication style and decision support

Contract terms and ease of transition

RFP Process

Questions due: [DATE]

Responses to questions issued: [DATE]

Optional presentation or meeting period: [DATE RANGE]

Final proposal due: [DATE AND TIME ZONE]

Selection notification: [DATE]

Contract review: [DATE RANGE]

Target engagement start: [DATE]

Submit proposals to: [NAME, EMAIL, AND DELIVERY METHOD]

We may request clarification, additional documents, references, or a revised proposal before making a decision.

Response Certification

Authorized representative: [NAME]

Title: [TITLE]

Firm: [FIRM NAME]

Signature: [SIGNATURE]

Date: [DATE]

By signing, we confirm that the information in this proposal is accurate to the best of our knowledge and that we will notify the issuing organization of material changes.

Optional Market Context

Use current, verified market information to help define your selection criteria.

Confirm firm size, regulatory status, services, fees, assets under management, and other firm-specific facts directly with each respondent.

Ask respondents to identify the date and source for any market or firm data included in their proposals.

Use comparable information across respondents when evaluating fit, scope, cost, and service capacity.

Educational template only. It is not legal, tax, accounting, or investment advice. Have qualified counsel review the final RFP, proposal, and agreement before use.