

Live Oak Family Offices, LLC



“Managing Family and Wealth in Concert”

Registered Investment Advisor

www.lofolc.com

our vision

Providing multi-generational wealth management solutions for a limited and select group of families

The live oak tree, native to the southeastern Atlantic seaboard, is a beautifully proportioned tree. Reaching heights of 100 feet or more with a branch spread exceeding 150 feet and a trunk circumference that can exceed 30 feet, it is a sturdy tree well grounded by its roots. Beginning at about twenty years of age, acorns produce both new trees and food for squirrels and birds. The live oak can live hundreds of years but, to reach maturity it must survive disease, inclement weather and other outside forces. If it does so, it dominates the forest. Interestingly, the person who plants a live oak will never see its full beauty at maturity; nevertheless he plants it with the knowledge and hope that future generations will enjoy it also.

Metaphorically, the live oak is much like a family – many spreading branches of the family; well grounded in its heritage; producing offspring and providing for its community. With proper planning and nurturing, a family can prosper for centuries as well. Like the planter of the live oak, the family member who initiates multi-generational planning will not see the end result but does so with the confidence and faith that this beginning will result in a process which can guide the family well into the future.

Inspired by and adapted from Jay Hughes' book *Family Wealth: Keeping It in the Family*. With permission.

our mission

“Managing Family and Wealth in Concert”

Our Mission - To oversee and coordinate the complex scope of legal, tax and financial services required by the family of wealth in a manner that accomplishes near term and multi-generational goals based on its core values and shared visions.

Live Oak Family Offices exists to serve only its client families. In order to properly serve and maintain the confidence of our clients, at all times we will:

- Adhere to the tenets of trust, confidentiality, and integrity as the cornerstones of every client relationship,
- Ensure that all decisions and recommendations are consistent with your family’s strategic goals and visions, and
- Align the firm solely with our clients’ interests, i.e. totally free of conflict.

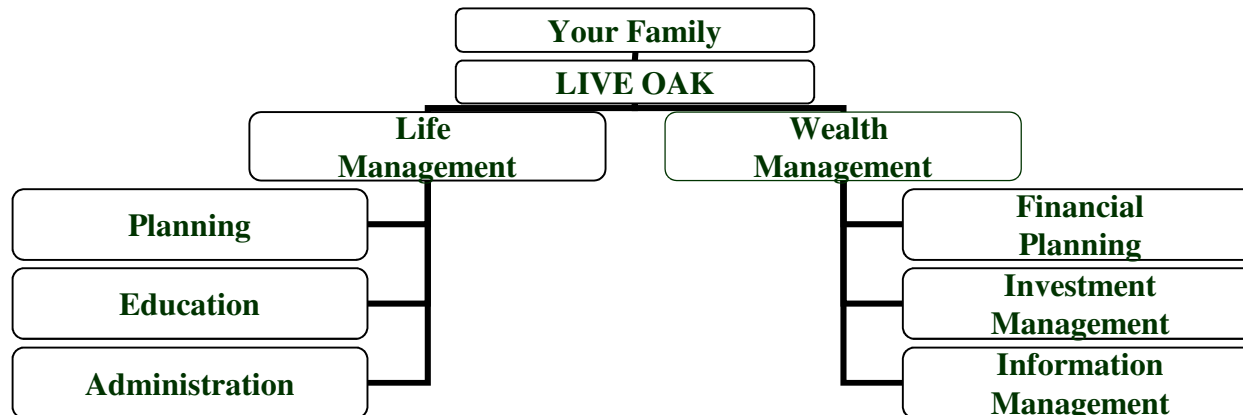
That is our pledge to you!

a complement to your present arrangement

Live Oak Family Offices manages the process of managing wealth. We help families of wealth ensure the preservation and growth of their family heritage and financial assets. A select and limited group of families share our assistance in managing a wide array of assets and issues – planning, investment management, asset protection, cost control, financial education, family philanthropy, and a host of other needs.

By collaborating with each family's other trusted advisors, Live Oak provides a full complement of life and wealth management services, delivered in a seamless integrated package.

You have but one call to make for a solution to any problem.



why a family office?

Common deficiencies in planning and implementation

- Trustees are generally restricted in money management alternatives
- Brokers and money managers do not focus on estate and tax planning
- Investors rely on the money manager to assess his own performance
- Families fall out over money
- Lack of ongoing communication among all advisors
- Too many wealthy families experience “Shirt sleeves to shirt sleeves in three generations”

**A Family Office is like a corporate CFO
geared to eliminating these deficiencies**

a single source

**Live Oak pulls everything together...
and keeps it that way**

- 1) We manage your managers
- 2) We collect and distill advice
- 3) We procure on your behalf other resources
as needed by your family

what does a family office address?

Live Oak oversees and coordinates the three “planes of planning”

1. Day-to-day management of your financial affairs
2. Transfer strategies
3. Multi-generational goals, and perpetuation of family legacy

planes of planning

1. Day-to-day

Coordination and oversight of all aspects of your finances

- Engaging and monitoring the right money managers for your situation
- Insurance issues – both life and P&C
- General questions and issues

2. Transfer strategies

- Estate planning
 - Wills, trusts
- Philanthropic planning
 - CRTs, CLTs, Foundations
- Intergenerational financial strategies like growth shifting
 - GRATs, ATTs, Limited partnerships

3. Multi-generational goals

Sustaining and enhancing your family's wealth

- Defining the purpose of financial wealth
- Articulating your values and passions
- Providing each family member the opportunity to achieve his/her goals for self and community

The “vision” thing

A framework that perpetuates opportunity for generations to come

planes of planning

So what's the point?

“For the nation’s richest 1%, inherited wealth accounted for only 9% (in 2004)...down from 23% in 1989.” Source: NYU economist Edward Wolff

If day-to-day financial management, transfer strategies, and multi-generational planning are not in sync...

...it is virtually impossible to sustain productive wealth for three or more generations.

benefits

First

**As the name “family office” implies,
we work for all direct bloodline members of the family**

- Strategic management for the family
- Tactical management for each family member or generation

Second

Your best interest is our ONLY concern

- Live Oak is paid directly by you

Third

**Open architecture
Customized investment solutions**

- Best of breed managers complemented by alternative investments
- Low correlation to the financial markets or your investment concentrations

benefits

Fourth

Improved investment performance

- Access to otherwise unavailable investment opportunities
- Reduced investment costs through aggregation
- Tax harvesting

Fifth

Chair of your Advisory Board

- Enhance the value of your other advisors
- Provide superior decision making through a team approach

Sixth

Clearinghouse for best practices and leading edge concepts utilized by other Live Oak clients

benefits

Seventh

Simplify your life - you make one call

- To get any issue resolved
- Screen investment opportunities
- Buffer solicitations
- Think out of the box for resolutions
- Work with younger generations
- Afford you the opportunity and time to **enjoy your wealth**

who finds value in a family office?

Those who:

- Want to articulate the “vision” thing and manage affairs toward it
- Tend to put corporate and other priorities before managing personal affairs
- Want to spend more time enjoying their wealth and less time managing it
- Recognize wealth management at this level requires constant professional attention
- Willing to delegate to a trusted advisor

management and ownership

H. Thomas Platt III is Managing Member of Live Oak Family Offices, LLC. A sixth generation Jacksonville native, Tommy is a graduate of Princeton University. Since 1981, he has worked continuously in securities brokerage, managed accounts consulting, and trust services. In 2003 he left his position as Senior Vice President and head of Investment Counseling & Trust Services at a local banking institution to establish Live Oak Family Offices.

Since 1989, he has held the professional designation of Chartered Financial Analyst. According to an Institute of Private Investors' Report, the CFA designation is the most respected of all professional designations by 78% of its family members.

At the time he left the bank, he was President-elect of the Trust Executive Committee of the Florida Bankers Association. He is a past president of the Estate Planning Council of Northeast Florida, a member of the Community Foundation's Professional Advisory Committee, and a board member and past president of Riverside Hospital Foundation.

Tommy is an active member and past president of the Rotary Club of West Jacksonville where, for two years he served as chair of its Charity Grants Committee. He is an Elder and Trustee of Riverside Presbyterian Church. Tommy and Carol have been married since 1977 and have three daughters.

Live Oak Family Offices, LLC

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fees

- Annual fee
\$18,000 per year
Billed quarterly in advance.
- Asset-based fee calculated on the market value of both assets under advisement (those portfolios on which Live Oak assists in the selection of investment advisors) and monitored assets (those portfolios on which we receive information for analysis and reporting to you).
Payable quarterly in arrears.

The asset-based fee is calculated as follows:

0.25%	the first \$10 million
0.125%	next \$15 million
0.10%	above \$25 million

Fees payable to Live Oak Family Offices do not include outside professionals such as family counseling experts, external investment advisors, execution costs or other related expenses. We will arrange for those services you may request, and you will be billed directly by the provider.

At year end, each family's accountant will be sent a recapitulation of charges for tax purposes.

Minimum total relationship fee (annual and asset-based fees)

\$25,000 per year