

Press Release

FOR IMMEDIATE RELEASE

Total Family Management Partners With Simple On New 'Family Governance' Category

Towson, MD – Total Family Management (TFM), a trailblazer in family dynamics and governance services, is proud to announce its partnership with family office knowledge platform Simple in becoming the first Family Governance category member in their growing directory of service providers for family offices. This collaboration signifies a notable trend in the family office sector, highlighting the increasing demand for innovative and scalable family governance services for both single and multi-family offices.

Alex Kirby, CEO of Total Family Management, who also joins leading governance experts on the Simple Expert Network, notes that the addition of the new category emphasizes a growing demand among families for resources that nurture these aspects, a need that TFM has uniquely met.

"Simple and TFM share a common vision: recognizing that wealth encompasses more than just financial assets. Relationships matter and are crucial to long-term health and happiness," Kirby commented, adding that, "When families hear the word governance, they often think of rules. And while rules are necessary, our approach to governance focuses on culture, principles, and improved communication. Rules are a last resort."

The partnership with Simple is a step towards fulfilling TFM's purpose, outlined as 'showing up and helping families'. "We identified a gap in the market for our services, and Simple's willingness to create a new category for us reflects their commitment to innovation," says Kirby, adding, "We eagerly anticipate the networking, thought leadership and other opportunities the collaboration with the team at Simple brings."

Francois Botha, founder and CEO of Simple commented, "The family office industry has been underserved when it comes to areas outside of wealth management. As a new generation of owners take the helm, more expertise is required to correctly manage family governance, being so critical to the long-term success of family offices."

With TFM's expertise in family coaching and governance combined with Simple's knowledge platform, clients can access further resources to manage not just their wealth, but also the relationships and dynamics that are integral to their overall wellbeing.

Clients of Simple and affiliated family offices are encouraged to explore this new category of service, which promises to redefine the understanding and management of family wealth. For more information and to learn how Total Family Management's services can benefit your family, visit totalfamily.io

About Total Family Management:

TFM is a remote and privately-held organization, founded on the powerful belief that 'If family holds the utmost importance to us all, it's time our actions reflect that.' We collaborate confidentially with the finest Multi-Family Offices (MFOs) and Registered Investment Advisors (RIAs) across the United States, serving as a scalable partner in family governance and dynamics. Our services include client coaching, thought leadership, and marketing support, all tailored to enhance family vision and social fitness.

About Simple:

Simple provides a suite of technology-driven solutions that empower the next generation of family offices. Our work helps wealth owners optimize their family office structure and operations, helping them direct capital to the challenges we face as a society. The Simple platform provides access to our research and content and connects you with experts and best-in-class suppliers in the ecosystem. Let us help you navigate the rapidly evolving family office landscape.

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