

Simple announces call for participants for Family Office Private Banking review

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Family Office & Private Banking Review 2021

Kobenhavns Amt, Jan 8, 2021 ([IssueWire.com](https://www.issuewire.com)) - Simple, the global insights platform for private wealth, has just announced that their latest [private banking review](#) is open for participation. Private banks and commercial banks around the world that cater to ultra-high-net-worth individuals and families will have the opportunity to join the Simple platform.

The upcoming review will cover the core hygiene factors related to banking products and services, as well as explore emerging factors important to the future of wealth such as sustainability, diversity, and digital excellence.

According to Simple founder and CEO, Francois Botha, this review is first of its kind.

"We live in the Google age where new wealth owners head to sources such as Reddit for recommendations on which banks to select. With increased public scrutiny, demands for transparency, and a need for bespoke services, the days of simply asking for a generic referral are numbered"

Through their platform, [Simple](#) provides data directly to wealth owners and family offices alongside offering more detailed data products to consultancies.

Previous reports such as their review of [family office technology](#) have been running for three years already. The banking review will support both established wealth owners who are continuing generational legacies, as well as emerging wealth owners who have acquired assets through new exists.

Botha continues, "Our aim with our data products is not to act as an award – or suggest that one bank is better than another – but to really understand the criteria of both customer and providers, and to ultimately create a better fit."

Participation involves an annual request for information (RFI) style survey which has been developed with input from some of the world's leading banks and wealthy owners. The end goal is to help both wealth owners understand unique factors they should pay attention to and clarify their own purchasing criteria. Once a year the Simple team also releases market intel to the companies they track updating them on trends and providing insight into the competitive landscape.

"We're very excited to dive into this vertical, as we've had such positives feedback from both banks and their customers around the need for this data", Botha concludes.

The final review will go live end of Q3 along with detailed profiles of the tracked banks. For more information, get in touch with the Simple Research team via the [Family Office Private Banking Review page](#).

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