

# KENDRIS private Ltd. – Wealth Management as It Should Be

As from April 1, 2005, there is a new name in the wealth-management industry: Kendris private Ltd. Is this just one more player trying to get a piece of the action in the fast growing field of wealth management and financial planning? Far from it: Under the name of KPMG *private*, Kendris private Ltd. has already been for six years Switzerland's leading wealth management company not associated with any bank but truly independent. Now the former KPMG subsidiary sets out on its own in a management buyout. In the following exclusive interview Dr. Rudolf Roth, chairman of the board and CEO of Kendris private Ltd., explains why he and his founding partners have taken the plunge into independence and what they plan for Kendris private Ltd.



*PRIVATE: Dr. Roth, as former chairman of the board of directors of KPMG Switzerland you gave up a very coveted position in the consulting industry for a new professional challenge. What was your motivation behind this rather unusual and courageous step?*

**Dr. Rudolf Roth:** This new entrepreneurial challenge is extremely enticing. After twenty years of work in larger companies like Elektrowatt and KPMG, this management buyout gives me the unique opportunity to take on entrepreneurial responsibility very directly for clients and employees. I am really looking forward to this straight-

forward exchange and the new entrepreneurial freedom.

*PRIVATE: What does "Kendris" really mean?*

**Roth:** "Kendris" is derived from the Latin term "candidus", meaning "pure" or "white". At the same time, it implies "transparency" and "independence" which we regard as particularly important for our business. With the same associations in mind, we created our slogan «The Wealth of Independence».

*PRIVATE: How would you distinguish Kendris private Ltd. from the wealth management department at a large bank?*

**Roth:** The main difference is our independence. In the quest for the perfect solution for our clients we are, for instance, completely free in the selection of partners and products.

*PRIVATE: Which are your most important services?*

**Roth:** We offer wealthy individuals as well as banks, independent asset managers and law firms comprehensive services in the fields of trust and corporate administration, trustee functions and directorships, tax and estate planning as well as family office services. In particular, this may mean the establishment and administration of

trusts, foundations and offshore companies, the consolidation and structuring of portfolios, marital property and estate planning, estate administration, support in business succession planning, tax planning, advice in questions regarding domicile and lump-sum taxation regulations and so on and so forth. As wealthy individuals usually own assets in various countries and jurisdictions, a cross-border approach is particularly important to us.

*PRIVATE: Do you do all this with your own staff or do you cooperate, if need be, with external specialists?*

**Roth:** Of course we have a great number of inhouse specialists for most questions regarding wealth. It would

We are completely free of any conflicts of interest when we search for and select the best possible products and services for our clients – a truly unique selling proposition.

## Dr. Rudolf Roth

Dr. Rudolf Roth (born 1954), former chairman of the board of KPMG Switzerland, is chairman of the board and CEO of Kendris private Ltd. The attorney with a doctorate degree joined KPMG Switzerland in 1990 after working as a lawyer in New York and as head of the legal department for Switzerland and Germany at a company of the Elektrowatt Group. In 1994 he was appointed to the board of directors of KPMG. In 1999 he took over at the helm of the KPMG subsidiary KPMG private. In a management buyout in 2005, Dr. Roth and eight other founding partners successfully took the company independent. Rudolf Roth is married to an American and has two sons and one daughter.

however be presumptuous to try to offer everything ourselves. Consequently, we cooperate with external specialists whenever the necessity arises. These may be KPMG experts or experts from banks, law firms or other fields. The advantage for the clients is obvious: They always have only one consultant to turn to: their Kendris consultant. This personal contact and the simplicity of the concept are much appreciated by the clients.

*PRIVATE: One service is conspicuously missing from the list of services you just gave: asset management. Do you exclude this service on purpose?*

**Roth:** Absolutely because this is our very special "unique selling proposition". Since we do without asset management, we are free of any conflicts of interest when we search for and select the best possible products and services to integrate into a particular client's portfolio out of the total asset management universe.

*PRIVATE: Are banks rather your competitors or your partners?*

**Roth:** First of all, banks are partners because we do not engage in asset management ourselves.

*PRIVATE: Do you cooperate with both private banks and large banks?*

**Roth:** What is important for us is quality and the capability of each individual bank to find tailored solutions to very particular wealth problems. We therefore cooperate with banks of any size.

*PRIVATE: And what about independent asset managers?*

**Roth:** We often and gladly cooperate with independent asset managers or asset management companies in order to find optimum investment products or services.

*PRIVATE: How do you select your partner banks or asset managers for your individual clients?*

**Roth:** The first step is a personal conversation with the client in which his situation, goals and needs are established in detail. We then set about searching for the ideal partner bank. Here, we attach special importance to flexibility in asset allocation and stability on the part of the bank adviser. As in all our business relationships, continuity is very important to us in this respect as well.

*PRIVATE: How many employees does Kendris private Ltd. have in total and where do you have branches?*

**Roth:** We have about 80 employees at our head office in Zurich and our branches in Aarau, Basel, Geneva, Lausanne and Lucerne.

*PRIVATE: Are there any plans to expand abroad?*

**Roth:** We are already active abroad. Our partners and staff are present in the most important markets; in other words, they travel regularly to Europe, South America and South Africa as well as to the Middle and Far East. Also, we have a global network of distribution partners.

*PRIVATE: How will you cooperate with KPMG in the future?*

**Roth:** As a former subsidiary of KPMG we continue to have access to KPMG specialists worldwide. We remain associated with KPMG as a cooperation partner. In addition, Kendris private Ltd. will remain in the existing premises at the KPMG offices.

*PRIVATE: How do you become a client of Kendris private Ltd.? Or, in other words, how many millions do I need to have in my portfolio to be able to benefit from your wealth management advice?*

**Roth:** What is important to us is the complexity of a wealth situation and the related questions, not the size. Only in the case of transferring assets, for instance in the case of estate considerations, into a foundation, one or two million francs should be there because of establishment and administration costs. In the end, there is one rule: Every client who wishes support and advice in the fields of wealth management and financial planning is welcome at Kendris. ■

## Kendris private Ltd.

Kendris private Ltd. is the largest provider of consulting services in Switzerland in the fields of wealth management and financial planning which is independent from banks. The range of products and services for wealthy individuals and intermediaries includes trust and corporate administration, trustee functions and directorships, tax and estate planning as well as family office services. Thanks to its cooperation with its former parent company KPMG Switzerland, Kendris private Ltd. has access globally to renowned KPMG experts. At its head office in Zurich and its five branches in Aarau, Basel, Geneva, Lausanne and Lucerne, Kendris has a total staff of about 80.