

# ST. LOUIS TRUST

& Family Office

## Introducing St. Louis Trust & Family Office

Dear clients and friends,

What's in a name? We think a lot! Over the past two years we have engaged in a comprehensive process to decide what our company should be called. We sought input from clients, employees, advisors, and friends. We collaborated with expert partners at a top-notch branding firm. Now, with the full support of our Board and team, we are thrilled to announce that we are rebranding as: "St. Louis Trust & Family Office."

Why is this name perfect for us?

- It includes a key component of our service offering – Family Office services. We believe that the depth and range of the family office support we provide to our client families sets us apart from others in the industry. We want to ensure that we are known for this expertise and, moreover, we'd rather not be mistaken for a regional bank (which happens a lot now!).
- It maintains focus on an important concept to our firm – Trust. It describes not only the trust services that we provide to our clients, but also the trust that we work so hard to earn from our clients and from our community.
- It celebrates our roots in St. Louis and our midwestern values. We are proud to be St. Louisans.

As we approach our 20th birthday next year, our name St. Louis Trust & Family Office feels fresh and current and just right for the future of our great company. Be on the lookout for materials with our new name proudly displayed and please check out our new website – [www.stlouistrust.com](http://www.stlouistrust.com).

Sending you best wishes from St. Louis Trust & Family Office,

Julie Lilly

CEO, St. Louis Trust & Family Office

*St. Louis Trust & Family Office is an independent, multi-family office and trust company that advises clients on more than \$10 billion of investment assets and more than \$12 billion of total wealth. Founded in 2002, St. Louis Trust & Family Office provides holistic, high-touch client service including customized, independent investment management and a full range of family office and fiduciary services. The firm serves a limited number of clients with substantial wealth in order to maintain very low client-to-employee ratios. Visit [stlouistrust.com](http://stlouistrust.com) to explore how the firm manages complexity with unmatched expertise and focuses on Family, Always.*