Hawthorn, PNC Family Wealth® Launches Institute for Family Success

PITTSBURGH, Nov. 12, 2019 /PRNewswire/ -- Hawthorn, PNC Family Wealth®, announced today the launch of the Hawthorn Institute for Family Success – a new suite of specialized services available to its clients to help them and their families thrive and successfully transfer wealth across generations. Alexandre Monnier has been appointed to lead the implementation of this offering as Hawthorn's managing director of Wealth Sustainability.

"Lack of communication and trust, or insufficient preparation of the next generation often result in failed transfer of wealth from generation to generation. Hawthorn has created the Institute for Family Success because we recognize that it's critical to prepare both the wealth for the family and the family for the wealth," said Nicole Perkins, head of Hawthorn. "The Institute is designed to address key family success factors, which families and their advisors may overlook. Our ultimate goal is to help our clients and their families successfully navigate the complexities of multi-generational wealth in a holistic manner."

Developed from our observations of the traits and behaviors of families of wealth who succeed, the Hawthorn Institute for Family Success will offer five core services tailored to meeting these needs:

- Assessments to evaluate the current family well-being and identify opportunities for improvement
- Intimate gatherings ("salons") of like-minded clients to discuss issues associated with family wealth and learn from each other
- Legacy preservation to help capture a family's history and share it with future generations
- Family retreats or workshops to learn and work together to better manage family success factors
- Family coaching to help identify and address challenges

Taking the lead in the implementation and continued development of the Institute, Monnier will play a key role in developing business growth strategies and delivering a compelling client experience. He joins PNC from Family Office Exchange (FOX), the Chicago-based premier global network for ultra-high net worth families and advisors. During his seven-year tenure as president, he expanded FOX's advice, education and networking offerings, serving a global network of more than 500 members.

"We expect that the services offered through the Institute will differentiate Hawthorn in the industry," said Perkins. "But we're even more fortunate to have Alexandre leading the charge. His deep ties in our client community and extensive expertise in this market allow us to provide our clients with an integrated approach that we are thrilled to be able to offer."

These new capabilities holistically represent an expansion of Hawthorn's for-fee service offerings, and will be available later this year.

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