Advisory Service
Asset Management
Family Office Services
Real Estate Services

www.helvic-trust.ch
Welcome

"Our visions start with your wishes."

Helvetic Trust plc – what does this name mean to me? First, we are a Swiss company, small enough to be manageable but nevertheless active on an international scale. The corporate name also reflects our choice of a public limited company as the legal form, so the individuals who work together in the firm are also its owners. And our name also reflects the fact that mutual trust is the keynote of our relationships with our clients.

These convictions and values that I hold are reflected in the name:

- We focus on the customer, not his assets
- We take time to consider our customers’ needs
- Straightforwardness and honesty are important to us
- Independence and freedom, coupled with our powers of judgement, enable us to do justice to our customers’ interests
- Each partner is personally responsible for his activities
- A high level of discretion
- Providing service means serving and providing

We are a young company but our convictions and values are traditional, and they have always been highly important in the asset management sector – we intend to be guided by them in the future too.
Helvetic Trust was established in Zurich in 2001 by Kaspar Grob. The share capital of 1 million Swiss francs is entirely in the hands of the active partners.

Helvetic Trust is a legally and financially independent, owner-managed enterprise with offices in Zurich, Bern and Lausanne as well as a representative office in London.
Our clients appreciate our financial independence as well as the proverbial quality of our advice. The combination of these two assets creates the basis for an integral commitment, geared to the long term and focusing on our customers’ individual requirements.

Our core competencies are:
- personalised investment consulting and asset management for private customers and institutional investors
- all Family Office Services
- Family Coaching and SME support
The Helvetic Trust Corporate Philosophy

«Time is a precious commodity. And that’s why we are generous with it.»

The satisfaction of our customers and absolute discretion are the cornerstones of our corporate culture. We take the time to become acquainted with your needs, ideas, wishes and goals, and we work with you to devise a solution that is tailored to your profile. This personalised attention is your guarantee of absolute discretion.

We focus on service to our clients. We aim for long-term relationships with our customers. Discretion, a relationship based on trust, continuity, a conscientious approach, reliability, sustainability, long-term thinking and action together with understatement – these are our assets. And your contact partner is your independent partner for
all questions related to your assets. We act solely in your interest.

Helvetic Trust works with carefully selected private and major banks, and we have an extensive network of freelance specialists in areas such as trust, real estate and legal advice, as well as questions related to taxation, inheritance and art.

Thanks to this network, we can give you independent, professional and transparent advice and support on every issue related to your assets. Every client enjoys the same quality of service, and we do not divide our customers into different segments.

We only enter into strategic participations if they serve the intended purpose. We do not take on risks that we do not understand. Customers are free to choose their own banking institutions.

Our service and support gives you time to use so that you can reach the personal goals that you want to attain.
«Doing the right things is more important than doing thing right.»

As an independent and neutral company, we are free to choose what we offer, after thorough investigation and on the basis of our many years of experience.

We take advantage of this opportunity by focusing on our core competencies. We act not only as a consulting body on issues related to assets and investments, but also as the interface between our clients, the banking institutions, the authorities and third parties.
For example, we can assist with monitoring, optimising and consolidating your assets, and we will support you with accounting and in dealings with authorities and business partners.

The central element of all these activities is always the strategy that is tailored to your requirements. This gives you the certainty that you can always rely on us, knowing that we shall take proper account of your individual wishes while giving you personal service and support.
A consulting assignment always starts out with the clarification of the customer’s requirements and the determination of how the assets will be allocated to the various investment categories – a process known as Asset Allocation. We take plenty of time over this.

The purpose of Asset Allocation is to develop an integral approach, taking account of the aspects of diversification and independence. Based on the resultant investment strategy, we develop individual, tailor-made solutions.

Individual investment consulting is geared to the needs of our clients, who
are responsible for their own investment decisions but prefer to avail themselves of our sound advice and support. We maintain a broad-based network of contacts with various banking and stock market specialists in Switzerland and abroad. These relationships are always at your disposal.

We also work with modern financial and stock market information systems so that we can always react rapidly, flexibly and independently to the constantly changing conditions on the international money and capital markets, on behalf of our clients. This working approach enables us to provide proactive support and advice for our customers, exactly in line with their requirements.

This active investment advice allows you to be certain that we are making every effort to meet your needs – transparently, quickly and at reasonable cost. We devise our own investment ideas - they are not influenced by any dependencies and they are always tailored to our clients’ individual objectives and wishes.
Shared values

«We see ourselves as the founders of our own history, showing each other mutual respect as partners with varied characters and sharing our common values for the long-term benefit of our clients.»

Tradition

«For us, clients are personalities with whom we wish to maintain a long-term interpersonal relationship. This relationship is built upon mutual trust, motivation and dedication as well as upon our firm commitment to the tradition of the discreet Swiss banker.»
Independence

«Our independence is inviolable. All our recommendations are based upon transparent decision-making processes that are always clear and logical, and which correspond exclusively to the individual requirements, means and opportunities of our clients.»

Professionalism

«Professionalism means cultivating objectivity, using state-of-the-art information technologies and taking the right decisions at the right time. For us, though, professionalism also means linking decision-making to our wealth of experience and placing greater emphasis on qualitative value than mere growth objectives.»
The management of your assets is based on a comprehensive assessment of the current situation – known as the Asset Allocation. Our experience shows that this is a key factor in performance later on.

This is why we take plenty of time to develop an integral approach, taking full account of independence. Based on the investment strategy that we define, we develop an individual, customised allocation of your assets to various investment categories (Asset Allocation).
In line with the objectives and strategies that we define together, we decide – on your behalf – how they should be implemented in practice. This calls for trust and mutual respect so that we can decide on investments within the clearly defined guidelines.

When making our investment decisions, we refer to basic models which we have developed ourselves. In addition, you are also free to determine an entirely individual strategy.

At intervals that we specify together, we brief you on value development in the form of an accounting report that is tailored to your needs. If the market situation so requires, we inform you immediately as to how we are reacting to these unexpected events, and about the necessary steps we have taken.
Alongside the right allocation of your assets to the various investment categories (Asset Allocation) – which our experience shows is the major influencing factor on subsequent performance – we also believe that clearly defined investment processes are very important.

Based on a wide variety of analyses and assessments, Helvetic Trust forms its own market opinion about the future development of markets and sectors, interest rates and currencies, and also about the evolution of raw material prices and individual securities. Together with influential economic and business factors, our decision-making process also takes account of political
aspects, and we primarily back a trend-oriented buy-and-hold strategy.

To determine the overall strategy, we refer to basic models which we have developed ourselves. These each follow different investment goals and their weighting varies within the investment categories. While keeping to the concept of diversification, we also reduce the overall risk for your assets, and we back investments that do not correlate with one another.

The results are continuously analysed and monitored by our investment board. This investment committee holds a monthly investment meeting at which the asset allocation is determined for the following month.

We complement our investment strategy and tactics with our instinct for new ideas, our imaginative approach and – not least – our ability to identify long-term developments. This flexibility allows us to act anti-cyclically, even in the short term. Also, we always remain open to a derivative optimisation of the individual positions or of the entire assets.
A professional Family Office is uncompromisingly tailored to the varied needs of affluent families, whom it assists in the private and business spheres.

We also take care of those tasks that are supposedly minor, but which are very important and usually time-consuming. The objective: to increase your personal freedom.
We offer a calm haven in hectic times, and we also handle the tax-optimised structuring of assets, assist with preparing and implementing decisions.
Family Office Services

inside the family, maintain contacts with authorities and business partners, manage the family’s secretarial services and advise you on changes of hand or the financing of real estate; in addition, we can assist you with the purchase or sale of artworks or entire collections thanks to our network of contacts.

The Helvetic Trust Family Office is an ideal vehicle for implementing the strategic objectives of affluent and farsighted families, for securing the continuance of acquired wealth and for minimising future risks – so that potential conflicts within a family are resolved before they can even arise.

As well as all this, we take charge of optimising insurance solutions and – last but not least – your accounting.
A Family Office is an excellent way of professionally implementing family and business objectives. This is especially true for families whose business basis is an enterprise of their own.

Nowadays, the management of an enterprise of this kind involves burdensome tasks that rarely leave time to advance the company’s long-term development or to plan the succession. And by no means least, meeting public sector requirements or devising solutions in respect of special financing.
can often make it necessary to call in reputable external experts.

At this point, Helvetic Trust takes over the entrepreneurial responsibility, appoints members of boards of directors and helps to secure and shape the future of a company. Thanks to our many years of experience, we are also ready to take on sensitive and difficult assignments.
«Profit should not be the basis, but instead the result of the service.»

Our long-standing experience means we are able to offer you a comprehensive range of services pertaining to building up, maintaining and boosting the value of real estate portfolios. We specialise in the administration and active management of real estate properties. When it comes to overseeing real estate assets, our guiding principles are the same as those which apply to traditional asset management.

For this reason, the careful balancing of requirements and means is the basis of all investment decisions. In this conjunction, the key objective is to achieve an optimum balance between the preservation of value on the one hand and returns on the other; this determines long-term success.
In addition, we advise and support your purchase and sales negotiations, introduce you to interesting investment objects and also help you with new construction and refurbishment projects. We show circumspection and personal commitment towards the long-term preservation of the value of the performed investments and the securing of respectable returns.

Helvetic Trust Estates AG is a legally and operationally independent real estate business founded by Helvetic Trust. It buys, manages and sells real estate assets. Helvetic Trust Estates invests in residential properties and business premises in Switzerland which are in good condition and which offer stable long-term returns. Helvetic Trust Estates AG provides private and institutional investors with access to a carefully compiled and professionally managed real estate portfolio, without obliging investors to hold these material assets directly.
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Real Estate Investments

Bern