



FOR IMMEDIATE RELEASE

### Three Family Office Thought Leaders Launch SFO Advisor Select, LLC

New York, New York - (November 9, 2009) – Elizabeth Mathieu, Natasha Pearl and Philip Strassler announced today the launch of SFO Advisor Select, LLC ([www.SFOadvisorselect.com](http://www.SFOadvisorselect.com)), a new firm dedicated to accessing and retaining advisors for families and their single family offices. To meet each family's specific needs and expectations, SFO Advisor Select provides a confidential, objective and systematic approach, with customized criteria, to evaluate and choose professionals.

SFO Advisor Select's process empowers families and their offices with broad and deep knowledge to make thoughtful and long-lasting choices of advisors, in a wide range of practice areas including, but not limited to, investment consultants, accountants, lawyers, banks, custodians, family governance consultants and art valuation consultants.

*"One of the toughest issues for wealthy families is to identify trusted advisors that can support them through the myriad issues they will face--financially, personally, philanthropically and with their families. Now some of the top names in the family wealth field, individuals I know and respect, are filling this sorely needed gap. They have a process to help SFOs and wealthy individuals select top advisers, that can save significant amounts of money for wealthy individuals, and time for key SFO executives. There is nothing more important than the human talent selection made by SFO principals who are entrusted with these crucial decisions. Now there is a firm SFOs can turn to for help. It has been a long time coming!"*

Randy Ottinger, Author of *Beyond Success: Building a Personal, Financial and Philanthropic Legacy*

*"Family offices that want to be sure they have done their due diligence in selecting the right professionals--now have a wonderful resource. The three founders are remarkable, diligent and thoughtful individuals."*

Barbara Hauser, Author of *International Family Governance: A Guide for Families & Their Advisors (Avoiding Family Fights & Achieving World Peace)* and *International Estate Planning: A Reference Guide*

*"I have known Elizabeth, Natasha and Phil for a long time, have worked with each of them independently and have had great success with our mutual family office clients. Now that together they have created SFO Advisor Select, I know that it will produce*

*positive results for their clients and our industry.”*

Jon Carroll, President and CEO, Family Office Metrics

The Founders collectively have more than 60 years of experience working with families and single family offices. They have each provided objective, conflict-free advisor selection in their own prior ventures. Their partnership provides families and their single family offices complementary and additive skills and experience in effective advisor selection.

Elizabeth L. Mathieu, Esq., past President and CEO of Neuberger Berman Trust Companies and President, AMA-Eagle, LLC, has been advising families for decades on a broad range of matters including choosing advisors, wealth management and risk management. Natasha Pearl, also CEO of Aston Pearl ([www.astonpearl.com](http://www.astonpearl.com)), was a Senior Vice President at Sotheby's and a Principal at Mercer Management Consulting prior to founding Aston Pearl in 2002. Aston Pearl advises single family offices on "everything except money." Philip F. Strassler, CPA, retired as a partner from Marcum LLP in 2007. He advises single family offices in transition.

For more information, please visit [www.SFOadvisorselect.com](http://www.SFOadvisorselect.com), contact Elizabeth Mathieu 914-484-2348, Natasha Pearl 212-289-6700, Philip Strassler 516-729-5555 or email [info@SFOadvisorselect.com](mailto:info@SFOadvisorselect.com).

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