

# The Private Trust Company Structures & Strategic marketing

By

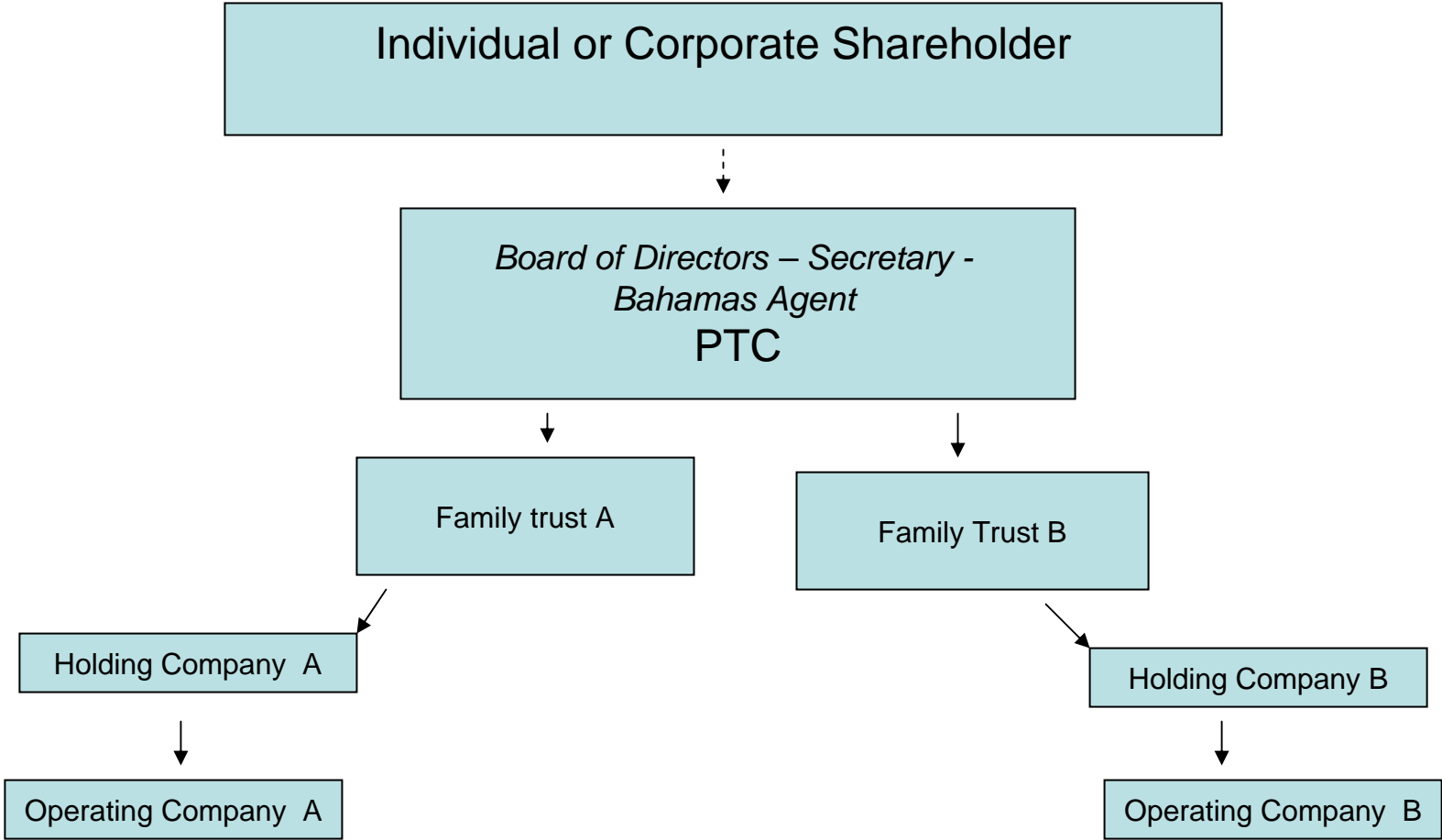
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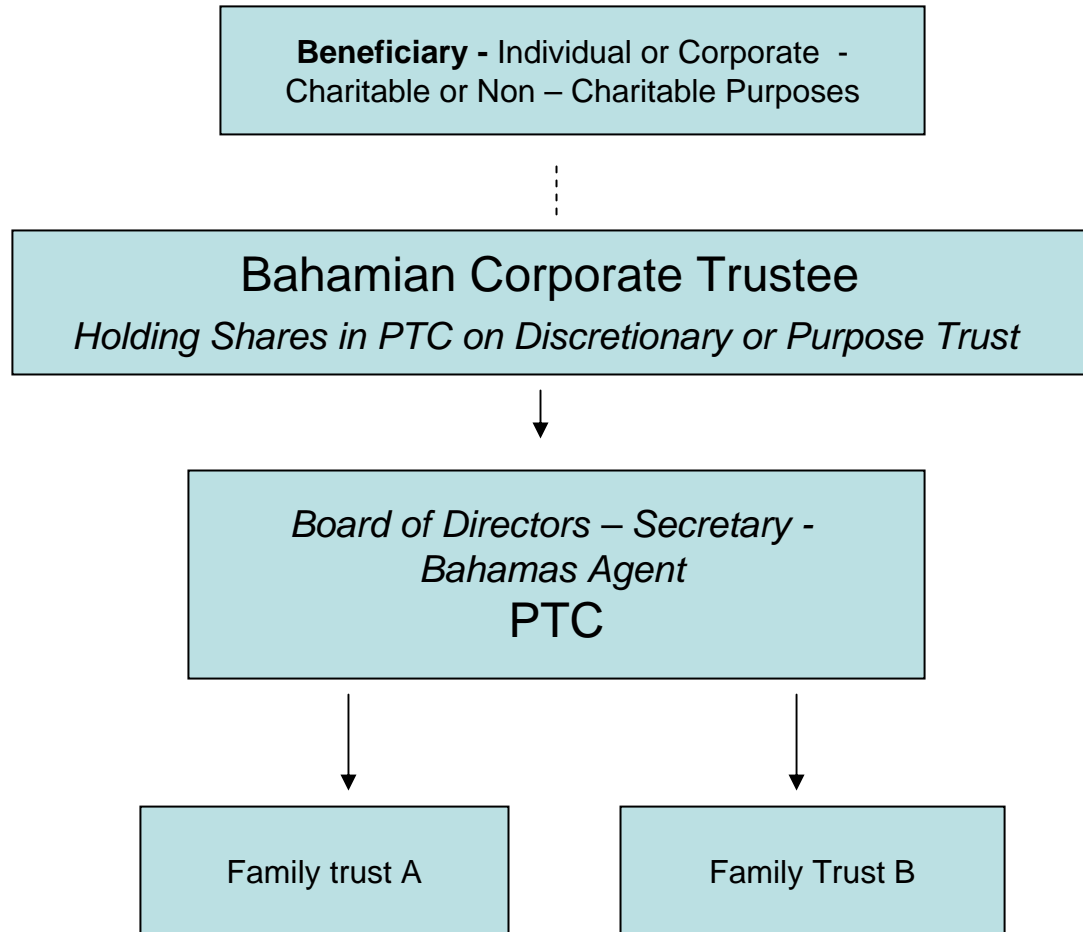
# Who may own the PTC?

- An Individual
- A Company
- A Trustee upon a:
  - Fixed Trust
  - Discretionary Trust
  - Purpose Trust
- A Foundation

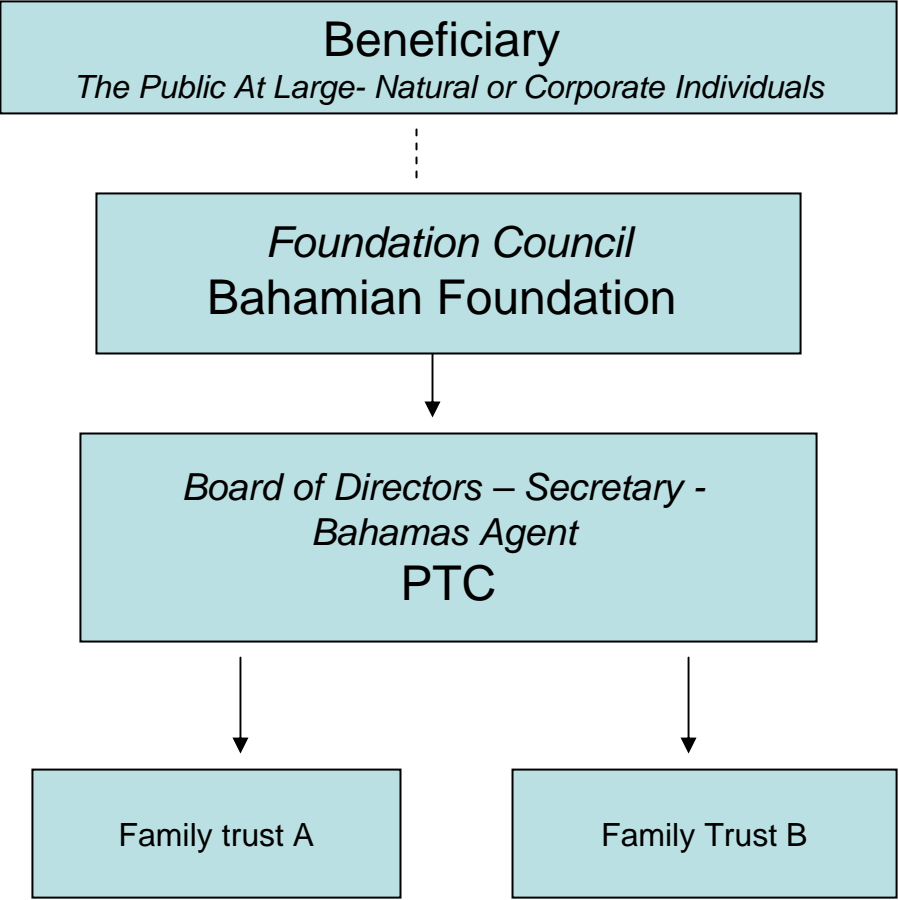
# Ownership structure



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# Factors to Consider When Marketing A PTC

- Designed to be used by high-net worth families as a tool for wealth management involving:
  - Efficient generating and management of wealth;
  - Asset protection; and
  - Controlling the transfer of wealth

# Factors to Consider When Marketing A PTC

## The Family is in Charge.

- Board of directors can consist of family members, close friends and trusted advisors allowing greater control over assets and centralization of management.
- PTC may itself generate income for family members who act as employee's or consultants
- Direct control over management of certain assets under specific family trusts may be ceded to individual family members.

# Factors to Consider When Marketing A PTC

## The Family Will Receive Support

The Board of Directors may include experienced trust professionals to assist with :

- Record keeping
- Consultancy and other service contracts
- Satisfying compliance requirements
- Trust Administration
  - Meetings reviews and decision making
  - Production of financial statements
  - Arranging for audits

# Factors to Consider When Marketing A PTC

## The Family Will Receive Support

The PTC may itself contract with consultants and experienced professionals who may be directly involved with the family in managing the trust assets.

The PTC may become the focal point for managing the family business. (family members, other directors advisors and consultants may meet together to discuss the business of the PTC).

# Factors to Consider When Marketing A PTC

## Additional Factors

1. Confidentiality
  - a) Names remain off the public record
  - b) Nominee settlors may be used
2. Light regulatory regime
  - a) Easy startup
  - b) User friendly management
3. Cost effective
  - a) Low capital requirement
  - b) May act as trustee for unlimited number of trusts
  - c) May act as trustee for non Bahamian trusts

# Factors to Consider When Marketing A PTC

## Restricted Trust Licence

- Licensing required – lengthy start up time
- Capital requirement - \$100,000
- Annual audits required
- Restrictions on number of trusts administered
- Business Licence required
- Costly
- Heavy Regulation

vs.

## PTC

- Exempted from licensing – quick start up
- Capital requirement - \$5,000
- Annual audits can be waived
- Can accept new trusteeships without Central Bank approval
- Business Licence exempted
- Cost efficient
- Light Regulation

# Factors to Consider When Marketing A PTC The Competitive Advantage

## Customer Relationships Within the Financial Services Sector

*Minneapolis –based Carlson Marketing’s “Carlson Relationship Builder 2007 Study”*

2000 [US] participants

Data Collected Oct 5<sup>th</sup> to 9<sup>th</sup> 2006

### Critical Factors Leading to Increased Business:

1. Courtesy
2. Strong Relationship with Service Provider
3. Email Communication
4. Ethics / Shared Values

**Thank You!**