

The Advice of the Four

An old wisdom says that good advice is beyond all price. Nevertheless consulting firms do have to put a price on the knowledge they share with their clients, even if it might end up just token compared to the gain which results from it. Especially good financial counsel is indispensable. It requires experience, knowledge and discretion. Regarding all those aspects, the clients of Four Partners are in good hands. The main goal of the Italian firm is to ensure that its clients will keep and grow their wealth.



Like the name suggests, Four Partners was founded in 2007 by four experts in the financial sector who brought into the firm all the experience they had acquired in the course of their careers at prestigious banks. All the knowledge they have gained by doing investment banking and asset management in New York, London, Luxemburg and Milan is now available to their clients.

"We advise customers in their financial affairs and support their decisions, but the client has to make the decision because we do not 'touch' his assets," emphasizes Simone Rondelli, CEO and one of the company founders. "All this is based on mutual trust and bears fruits if it is done in close cooperation with the client. Nowadays it is problematic to safeguard and propagate wealth for the future generation, especially concerning allocation of capital within the various asset classes. We advise our customers how they can profitably manage both financial and industrial capital with an integrated strategy of real estate."

That the decision is always in the hands of the client is one of eight

pillars the firm bases its activities on. The others are the approach of regarding great wealth like an industrial company, as well as impeccable technical analysis and execution, the support of customer requirements, integrity, complete independence, discretion and focus on the inter-generational dialogue and technical support for the new young generation. "We only advise," emphasizes Mr. Rondelli. "We do not manage the assets." The clients of the firm, which is run together with a staff of eleven, are mostly industrial customers who are planing the transition to the next generation and private persons who want to secure their financial future for themselves and their heirs. ■

You can read the whole article at www.european-business-journal.com

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