



# THE ADVISORS GUIDE TO INSTALLING A VIRTUAL FAMILY OFFICE

*How to Add 75+ Specialists to Your Practice, Generate New Revenue from Existing Clients, and Do It in 45 Days or Less*

# Advisor's Guide to Installing a Virtual Family Office

Most Advisors who want to build a Virtual Family Office make the same mistake: They treat it like a learning project.

They might buy books or attend conferences. They spend months studying trying to become fluent in every discipline before they feel confident enough to move.

But a Virtual Family Office isn't something you learn. It's something you install.

There's a meaningful difference. Learning is slow, solitary, and uncertain. Installation is systematic, supported, and fast.

You're not building the engine from scratch, you're connecting to one that's already running.

That's the premise of this guide.



Before walking through the process, it helps to understand what a VFO installation actually consists of. There are four components.

The first is access to what you'd call "Specialists". A functioning Virtual Family Office is built on a team of vetted professionals covering the 5 disciplines your clients need most:

- ✓ Tax Planning
- ✓ Wealth Management
- ✓ Legal Service
- ✓ Risk Mitigation
- ✓ Business Advisory



Building that team yourself takes years. When you install rather than build, you're plugging into a team of 75+ Specialists who are already credentialed, already coordinated, and already trained to work with Advisors like you.

The second is a process. Random access to Specialists isn't enough. You need a defined sequence for how clients enter the VFO, how their needs get identified, how Specialists get introduced, and how planning work gets closed and billed. Without a process, even good Specialists create chaos.

The third is support infrastructure. A VFO that depends entirely on your personal bandwidth will stall the moment you get busy. What makes it sustainable is having dedicated people working behind the scenes who can track progress, schedule follow-up, and make sure nothing slips between meetings.

The fourth is a revenue structure. New planning work generated through VFO Specialists creates revenue separate from your AUM and insurance business. Understanding how that works, like who bills, who collects, how you get paid...is what makes the model feel concrete rather than abstract.

When all four components are in place, you have a Virtual Family Office. The question is how to get there without spending 2 years doing it.

**The VFO Fast Track** is built around a five-step process. Understanding each step in detail matters, because the design of this process is what separates it from every DIY attempt at building a VFO.



## STEP 1: IDENTIFY

Everything starts with your existing book of business. Most Advisors have more opportunity sitting in their current client list than they realize, they just haven't had a framework for finding it.

In this step, you review your client roster looking specifically for mass affluent clients (\$250k+ annual income, \$250k+ in assets), high net worth clients (\$1M+ in assets), and successful business owners generating \$1M+ in annual revenue. These are the clients most likely to benefit immediately from VFO services...and most likely to be leaving planning opportunities on the table.

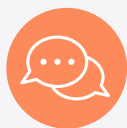
You're not trying to identify every client at once. The goal coming out of this step is five ideal candidates. That's enough to start.



## STEP 2: CONTACT

Once you've identified your initial candidates, you need to invite them into the VFO conversation. The way you frame this matters. The wrong language sounds like a sales pitch, and existing clients don't respond well to that from someone they already trust.

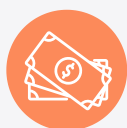
The VFO Fast Track provides scripts and outreach templates designed specifically for this purpose. You're not reinventing language on the fly. You're using copy that's already been tested across hundreds of Advisors, with messaging that frames the VFO conversation as an upgrade to the planning relationship your client already has with you.



## STEP 3: ENGAGE

This is where the model becomes genuinely different from anything most Advisors have tried. When you call a client, you don't call alone. Our team attends with you and leads the majority of the presentation. We handle the explanation of the VFO model, walk the client through how the Specialist collaboration works, and demonstrate the value proposition in a way that doesn't require you to be an expert.

Your job in this meeting is to be the trusted relationship, the person your client already knows and respects. Our job is to do the heavy lifting on the content side. The combination of your relationship and our process is what makes the meeting work.



## STEP 4: MONETIZE

Most Advisors who've tried to sell planning services on their own know this feeling: the meeting goes well, the client seems interested, and then nothing happens. Follow-up gets awkward. Fees are hard to discuss. Momentum dies.

In the VFO Fast Track, this part is our responsibility. We help you price the engagement, present the fee structure directly with the client, and handle objections in the room. Once the client agrees, VFO Specialists bill directly for the services rendered, and your revenue share comes to you without chasing invoices or managing collections. Advisors consistently tell us this is the most relieving part of the entire process, not having to navigate the close or the billing alone.

You also continue to keep 100% of your AUM fees, financial planning fees, life insurance commissions, and annuity commissions. The VFO revenue is additive, so it doesn't touch the business you've already built.



## STEP 5: MAINTAIN

The work doesn't end at the first signed engagement. The clients introduced to the VFO continue to be serviced by the Specialist team, ongoing tax planning, wealth coordination, risk reviews, legal updates, business advisory check-ins. That sustained service is what turns a single planning engagement into recurring revenue rather than a one-time event.

For you, that means the relationship deepens over time without adding to your workload. Your client experiences a level of coordinated planning they couldn't get anywhere else, and you stay positioned as the Advisor who brought it all together.

# The Done-With-You Difference

It's worth pausing on what "done-with-you" actually means, because it's what most distinguishes this approach from traditional training programs.

Most Advisor education is done-for-you in the content sense but done-by-you in the execution sense. You're handed frameworks, videos, and worksheets. Then you go implement it yourself, in your practice, with your clients, using your own judgment. The program ends when you finish the material, not when you've actually achieved something.

The VFO Fast Track is built differently. The training is condensed to roughly 3.5 hours, boiled down from 90+ hours of content to the pieces you actually need. But the program doesn't end when the videos do. It continues through every client meeting, every Specialist introduction, and every deal that gets closed.



When we say our team attends client meetings with you, that's not a figure of speech. It's literal. We're in the call presenting, fielding questions, and moving the process forward. You're not performing a role you rehearsed in training. You're working alongside people who have run this process hundreds of times.

Your learning curve compresses dramatically as a result. You're not learning the model in theory and hoping it holds up in practice. You're learning it by doing it, with experienced support beside you from day one.

**That's why the average time to generate revenue when installing a VFO is 39 days.**

# Your Dedicated Support Team

A process is only as good as the people running it. Here's who's working on your behalf inside the VFO.

## **MEMBER RELATIONSHIP MANAGER:**

This is your consistent point of contact and advocate. Their job is to make sure your overall experience is smooth, connected, and supported from start to finish.

## **MEMBER SUCCESS MANAGER:**

This is the person responsible for making sure you achieve tangible results from the program. They guide you through the training materials, keep you accountable, and support consistent momentum as you move forward.



## **VFO LIAISON:**

This person helps you and your clients work directly with the right VFO Specialists from the 75+ professional team. They coordinate meetings, track progress, and make sure the right Specialist is in front of the right client at the right time.

## **PROACTIVE COORDINATOR:**

They work behind the scenes to keep everything running. They schedule meetings, track each client through the planning process, and make sure nothing slips through the cracks when action items come out of meetings.

## **IN-HOUSE CPA:**

They work alongside the VFO Liaison on tax planning options and implications. Tax planning surfaces in a large percentage of client cases, and they provide the technical depth to move those conversations forward accurately.

## **PROACTIVE FACILITATORS:**

If your Accountant partner moves into the VFO, they attend those prospective client meetings, lead the majority of the conversation, handle objections, and help close.

What this team collectively provides is something most solo Advisors have never had: a back office that moves with them.

# Who the VFO Model Serves



The VFO model isn't designed for every client in your book. It's designed for specific profiles where the depth of planning creates enough value to justify the fee conversation.



**Mass affluent clients with \$250k or more in annual income and \$250k or more in assets** outside their primary residence often have planning complexity that's going unaddressed. They're not ultra-high-net-worth, but they have enough going on with income taxes, business structures, and wealth accumulation that the right Specialists can create real savings and real plans.



**High net worth clients with \$1M or more in assets** have estate planning exposure, investment complexity, and retirement distribution questions that benefit from coordinated Specialist involvement. These clients are also typically among the most receptive to the concept of a team working on their behalf.



**Business owners with \$1M or more in annual revenue** are often the most underserved population in an advisor's book. Entity structure questions, exit planning timelines, compensation optimization, and tax exposure...these are problems a single Advisor, no matter how skilled, can't fully address alone. The VFO model was built with this client profile clearly in mind.

You likely have all three of these profiles somewhere in your existing client list!

**You keep 100% of your existing revenue.** Every dollar you currently earn from assets under management, financial planning fees, life insurance, and annuities remains entirely yours. The VFO model adds to that, it doesn't restructure it.

The revenue share you receive comes from new VFO Specialist work generated through the planning process. On average, Advisors in this program generate \$23,744 in new revenue per client beyond AUM and insurance. That's the planning fee revenue share, separate from any assets you bring under management or insurance business that surfaces through the planning relationship.

To put that in context: five clients introduced to the VFO process represents, on average, more than \$100,000 in new revenue from your existing book. These aren't new clients you need to find and close from scratch. They're people you already have relationships with.

The billing process doesn't require you to become a billing department. VFO Specialists bill clients directly for services rendered. Your share comes to you without administrative burden.

For Advisors whose compliance arrangements don't allow revenue sharing, the VFO model still creates value through deeper client relationships, surfaced AUM opportunities, and the introductions that tend to follow when clients experience genuine planning outcomes. There are several ways to structure the economics depending on what your firm allows, and ERT can help you work through that.



ERT is not an RIA, a broker-dealer, or an IMO. There is no legal partnership or joint venture between ERT and the Advisor. The Advisor is a customer of ERT's training and facilitation services.

The revenue sharing arrangement applies only to new Specialist revenue created outside the Advisor's core licensed business. There is no revenue sharing on securities transactions, traditional insurance products, or advisory services. Note that ERT is compensated by VFO Specialists when life insurance is used as part of an advanced planning strategy.

ERT has worked with Advisors across the full spectrum of firm types, from independent RIAs to large wirehouse-affiliated practices. A compliant structure has been found in every case. For Advisors in more restrictive environments, the model is structured to capture value through AUM and insurance revenue rather than Specialist fee sharing.

## **COMMON QUESTIONS ABOUT INSTALLING A VFO**

### **How much time does this actually require?**

Two hours per week. The program is designed for busy Advisors. Our team handles a significant portion of the meeting work, the preparation, and the follow-up, which is what makes that number realistic rather than aspirational.



### **What if I don't have any high-net-worth clients?**

The VFO model works with mass affluent clients: \$250k in income, \$1M in assets, excluding their primary home. You don't need a book full of ultra-high-net-worth families. You need clients who have enough complexity in their financial lives that coordinated planning creates real value. Most Advisors, when they actually review their books, have more of these clients than they thought.

### **Do I need to learn tax planning or estate law?**

No. You need to understand enough to have an initial conversation and recognize when a planning opportunity exists. The Specialists handle the technical execution. That's the entire premise of the model.

### **What if my Accountant introduces me to their clients through the VFO process?**

That's one of the most common outcomes, and it's a natural on-ramp to the Partnership Fast Track, a separate program for Advisors who want to build ongoing Accountant partnerships that generate a consistent flow of new client introductions.

# Your Next Step

There's a version of this where you set the guide down and continue managing your practice the same way you have been. You might pick up a few ideas, revisit it in a few months, and eventually decide the timing is right.

There's also a version where you schedule a call, get a clear look at whether your book has the right client profiles, and find out what the first 45 days would actually look like for your specific situation.

The second version costs you an hour. The first version costs you whatever the next 45 days of new planning revenue would have been.

To schedule a strategy call, visit [elitert.com/schedule-a-call](https://elitert.com/schedule-a-call)

Your clients already have the complexity. The Specialists are already in place. The process is already designed.

The only thing left is installation.



## ABOUT ELITE RESOURCE TEAM

*ERT is North America's largest Virtual Family Office provider, serving 1,200+ financial advisors and accountants nationwide. In 2025, ERT was ranked #43 on the Inc. 5000 list for Financial Services and named one of eight finalists for the Think Advisor Luminaries Award.*

To learn more, visit [elitert.com](https://elitert.com)