



# THE VIEW FROM STANS

**Family Office 360grad founder and CEO Thomas Zenner** tells us why he decided to set up his firm in Stans, and gives his pick of the town's restaurants

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#### Why are you based in Stans?

There were several different reasons why we settled in Stans. Firstly the business-friendly environment in the canton of Nidwalden. Secondly, the town's very good accessibility, either by car or by plane. The airport at Buochs is five minutes away. Finally, Nidwalden is rated as a great place to live and work, and also ranks in the top four Swiss cantons in terms of quality of life.

#### What is the biggest challenge you face being based in Stans?

Some business partners do not know where Stans is at first, but once they've been here, they want to return over and over again.

#### Who are your clients?

We offer our services to families in Germany, Austria, Switzerland and Majorca on the basis of our long-term experience and competence.

#### What is the number-one concern for your clients right now?

The efficient management of clients' overall assets is becoming increasingly challenging. Tax and legal frameworks are constantly changing, and the banks' financial products and investment alternatives are becoming more complex and less manageable. Other important things to consider are succession planning, including inheritance planning, long-term assets and cash flow planning, as well as the required international diversification.

#### What distinguishes your firm from the competition?

Our biggest distinction is the fact that we are independent from the banks. We are therefore committed only to our clients. Our second distinction is that we give our clients the opportunity to get their advisors, such as lawyers and tax advisors, fully involved in our services. Last but not least, on top of our national and international asset deals, we also keep an eye on the small everyday tasks for our clients, such as acting as their private administration office.

#### As a multi-family office what kind of challenges do you face?

The biggest challenge is the complex world of different national and international regulations and laws – for example, the many different tax and legal frameworks. This is particularly true for families that live in different countries or that have companies based in different parts of the world.

#### If you were in Stans on a business trip for 24 hours, what would you do?

You could try the world's first open air cable car to the Stanserhorn, the nearest mountain to Stans. If you have enough time, you could then swing your golf clubs on the Bürgenstock course. In the evening you should definitely try Restaurant Mirage, the most famous restaurant in Stans, named after the Mirage fighter jets. There are two of them outside of the restaurant, which makes for excellent photos!

*Thomas Zenner trained as a banker at Volksbank Baden-Baden Rastatt eG and later spent 13 years with the Co-operative Bank group. In 2001 he took over the management of the family office arm of a private bank in Berlin. From 2010 to 2016 he was managing director of the family office of the Sparkassen-Finanzgruppe Nötzli, Mai & Partner in Zurich, before going on to set up the Family Office 360grad.*

**Family Office  
360grad**

**Date opened  
October  
2016**

**Size of Team  
5 people**

**Office motto:  
Asset  
preservation  
OVER  
generations**

