



A WEEK IN THE LIFE: ANTHONY PAGE MANAGING DIRECTOR, KNOX HOUSE TRUST



They say “variety is the spice of life” – a motto, Knox House Trust Managing Director, Anthony Page knows only too well and certainly lives by. From meetings with ultra high net worth clients and their advisers in Monaco to his work as a Trustee for The Children’s Centre - no two days are ever the same for Anthony.

Since joining the company as one of the founding directors six years ago, Anthony has played an integral role in the growth of Knox House Trust, or KHT as it is fondly known to those that work there. It is a highly successful Trust & Corporate Service Provider, which offers a wide range of services to ultra high net worth clients and their advisers, including traditional fiduciary services, specialist marine and aviation services, and a professionally run Family Office.

Having spent over 20 years within the Trust and Corporate Services sector, working both on the Island and in the Channel Islands, Anthony is highly experienced and well respected within the industry. His recent appointment as MD will see him take the business to the next phase and ensure it achieves its ambitious international growth plans. All whilst striving to achieve the ultimate goal, which even the most successful entrepreneurs and business professionals wish for - a decent work life balance!

Monday

Having made the decision to fly out to Monaco Sunday night, I now reap the rewards as I wake up to blue skies and prepare for a whirlwind day of client and intermediary meetings. The French Riviera on a Monday morning – not a bad start to the week.

Today will see me meet with a potential new client who is interested in our comprehensive marine and aviation offering, and was recommended to KHT by an existing client. A fundamental goal for the business is putting our clients at the heart of everything we do, so it is always great to gain positive feedback and know that my team are doing things right. It’s a bonus when we have highly satisfied clients who will endorse our services to others.

Whilst we work with ultra high net worth clients themselves, much of our business is introduced via their professional advisers such as their lawyers and tax advisors, so I also have several meetings planned today to meet new contacts to scope out any potential

opportunities of working with them, along with a catch up with existing intermediary contacts.

Of course Monaco has a very glamorous reputation and is home to many prestigious events including the Monaco Grand Prix and Monaco Yacht Show. The latter is held every September and is the pinnacle event on the yachting calendar for our marine and aviation division, Knox House Marine and Aviation (KHMA). For this reason many of the larger yacht builders and brokers have offices in Monaco. Come the end of September literally thousands of yachting industry leaders descend on the tiny principality for four days of networking and doing business – I for one will be back here then with the KHMA team and colleagues from within the wider Knox group of companies.

An evening flight back to London, gives me time to catch up on meeting notes and prepare for the next day.

Tuesday

The views are not as breathtaking this morning as I wake to the hustle and bustle of city life in London. This

morning is spent visiting a long standing client to review the ongoing management of his structures. Trust structures are highly regarded in many reputable jurisdictions for their ability to successfully separate ownership of assets from their beneficial enjoyment, and there are a wide range of circumstances where they can be used to good effect such as succession planning or preserving the ownership of highly valued assets.

No long business lunch for me today, a sandwich en route and an early afternoon flight back to the Island before going straight into a Senior Management meeting, to catch up on Key Performance Indicators and discuss staffing levels to support our growth plans.

Back at my desk, I catch up on client emails following this morning’s London meeting. Ensuring we think ahead for our clients, often knowing what they need, before they do, is an essential component to what the team do on a daily basis. We don’t rest on our laurels either – ongoing customer excellence is what motivates us all.



Those that know me well will also attest to the fact that I like a good challenge, something I proved last summer, when I undertook a gruelling 874 mile cycle from Land’s End to John O’ Groats for local charity – The Children’s Centre. My latest challenge for them is that of their newly appointed Trustee, something I was delighted to accept – I hope I will do them proud. My first meeting was extremely positive, everyone is very welcoming and the volume of activity planned is quite astounding.

Wednesday

This morning I leave home with my wellies and umbrella in hand as I head off to a local Country Estate. I am spending the morning meeting with the Estate Manager and tenant farmer to assess various improvement works taking place. This is just one asset within a very diverse Family Office structure we manage and control.

Most of the afternoon is deskbound catching up on a variety of client matters, including an update on recent changes to legislation regarding protected settlements. We work very closely with a number of trusted intermediaries and advisors, particularly in the field of tax advisory and always ensure all structures are regularly reviewed and assessed.

I manage a quick visit to the gym after work before heading home. Then it is out for dinner with my partner, Angela, for a lovely relaxing evening after a few hectic days away – definitely a highlight of the day.

Thursday

Through our Family Office we work closely with clients to manage their personal affairs across a broad spectrum of circumstances; management of assets such as private

yachts and aircraft, art collections and real estate in addition to overseeing financial management and control, holistic reporting and family governance advice.

This morning I am kept busy with matters relating to a family office’s overseas investment and an exciting project in Dubai.

The afternoon is taken up with time spent with our busy in-house marketing team who are currently undertaking various projects for both KHT and KHMA to support our growth plans into international markets. A refresh of all marketing collateral and a brand new website are all taking shape and I am able to sign off on a variety of creative concepts with them. We also review the PR plans for the next quarter and make some refinements.

Tonight is all about homework! Ella, my daughter, is in her first year at King William’s College and has her English assignment that needs a proof-read by Dad before final submission tomorrow. Hot on her heels is Joe, my son, who is looking for inspiration with a new school history project.

Friday

Following Monday’s whirlwind visit to Monaco, this morning’s meeting is timely as it is to discuss our plans for this year’s Monaco Yacht Show with the KHMA and marketing teams. As all the major industry decision makers attend the show it is the perfect platform to meet existing clients and intermediaries – and of course seek out new business opportunities.

A visiting intermediary to the Island gives me an excuse to escape the office for lunch at a local restaurant, where we catch up on all manner of issues from the impact of Brexit to specific client opportunities.

As MD I need to ensure the right foundations are put in place to support the business as it grows, as such recruitment is high on my list, so part of my afternoon involves a review of CVs to refine the search for a new team member. Whilst experience and knowledge is crucial, we also place great emphasis on the right person with the right attitude – one that fits into our team ethos to exceed client expectations at all times.

Friday night is usually movie and pizza night with the kids – the choice of which is usually left to them!

Saturday

Weekends are usually reserved for family and friends, in a bid to get a balance of work and life throughout the week. As I’m sure most parents will agree, some of that down time is often spent driving their kids to and from a variety of clubs and sporting activities – and I am no exception. Both my children are really sporty and this morning I am on the touch line cheering and encouraging my son Joe and the rest of the Under 8’s football team as they train in Peel.

I squeeze in an early afternoon mountain bike ride, before taking it a bit slower and enjoying a lazy evening in front of the TV with Angela and her two young boys.

Sunday

Spring is in the air this morning, so we all pack into the car for an early morning beach trek – dogs included.

Another sporting outing this afternoon to see my daughter Ella play hockey. Her team unfortunately lose the final in the last minute but her upset is somewhat eased by being awarded the “most improved” player trophy – making me a very proud Dad.

The rest of the day is then spent planning for what will no doubt be another week where no two days are ever the same.



Above:
Anthony with his partner, Angela