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BANKING & FINANCIAL SERVICES

Exclusive: Palm Beach executive launches Family Office Portal to 'play matchmaker' for wealthy investors



Peter Apostol, CEO of Family Office Portal

FAMILY OFFICE PORTAL

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As a growing number of businesses and wealthy individuals flock to South Florida, a newly launched online platform seeks to simplify peer-to-peer networking for elite investors, family offices and industry professionals.

Palm Beach-based Family Office Portal acts as a centralized community hub where ultra-high-net-worth individuals can mingle with vetted financial management service providers and investment opportunities. Through a free membership to the website, users gain exclusive access to peer connections and introductions, as well as curated live events, online roundtable discussions and other resources.

CEO Peter Apostol, a New York native who now resides in Palm Beach, said he began to see the need for such a platform while he was working with family offices, alternative investments and lifestyle services in South Florida. Outside of limited-access spaces such as country clubs where wealthy clients swap referrals and discuss investments, there are few open spaces where ultra-high-net-worth individuals can directly connect with smaller family offices and early-stage ventures, Apostol says.

“I began to see how fragmented and broken the private wealth and family office spaces were,” he said. “One of the biggest problems facing a family office is [figuring out] how to meet and develop relationships with their peers. Having seen it first-hand, I set out to develop a network to build out the information on the families that I was connecting with.”

Apostol started hosting his own small-scale events about seven years ago to directly connect ultra-high-net-worth individuals with family offices and entrepreneurs.

“There was an appeal to the idea of putting together networking events that are small, easy to attend and conveniently located where people can come through,” he said. “When we started hosting these events, people started getting introduced and doing deals with each other. That becomes a whole ecosystem of people who start interacting and doing business together.”

With a vision in mind, Apostol teamed up with entrepreneur [Cecil Robles](#) and lawyer [Nate Sumbot](#) to begin developing a platform to streamline peer-to-peer networking events and resources into one easily accessible place. This month, the trio launched FOPort with an ecosystem of about 5,000 investors, family offices and early-stage companies that Apostol developed relationships with over the years.

While a bulk of the current network is South Florida-based, it also extends across the country to other states including New York, Utah, Texas, and Hawaii, Apostol says.

FOPort will host its first live event, a family office/venture capital mixer, at Meat Market Palm Beach on Sept. 14. The team has plans for future events in Miami, Orlando and Houston in the works, with more to be announced soon.

Looking forward, Apostol says he envisions the FOPort team remaining small but eventually expanding enough to “play matchmaker” across the U.S. through a widespread network of events.

“A joke I tell people is that we’re running a high-end dating service,” he said. “We’re matching up investors with investment opportunities, and we have to take into account all of their preferences and who’s going to be a good fit. If we’re halfway right, we’re doing pretty well.”

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