

Family office • UHNW • private capital • custody

Positioning

w3.fo is positioned as a seven-figure strategic brand asset: category authority + trust signal + competitor de

Why it wins

- FO = Family Office — A high-signal acronym for private capital and wealth stewardship.
- Ultra-short brand asset — Short ccTLDs are scarce. They work perfectly on executive decks, emails, and invites.
- Modern wealth rails — A natural fit for custody, allocation, alternative assets, and tokenized exposure narratives.

Best-fit buyers

- Family offices building a digital identity or portal
- UHNW custody and advisory firms
- Private investment platforms / syndicates
- Alternative asset managers entering tokenization
- Wealth-tech companies serving HNW clients

Process

- Terms shared privately under NDA
- Escrow closing (Escrow.com or equivalent)
- Standard registrar transfer