



## Introducing ArchBridge Family Office

St. Louis, MO – April 28, 2025 – St. Louis Trust & Family Office announced today the launch of its new brand identity and name – ArchBridge Family Office. This strategic rebranding better reflects the firm's national reach and better positions the firm for future growth. This new name was intentional, with "Arch" paying homage to the company's St. Louis roots and "Bridge" representing how the team connects generations of families while simplifying the complexities that come with great wealth.

While the name and branding have changed, there is no change to ownership, leadership, or the advisors who serve ArchBridge client families. The mission, vision, and core values also remain unchanged.

"We could not be more excited to enter this next chapter as ArchBridge Family Office," said Julie Lilly, Chief Executive Officer. "Our mission, core values, and dedication to our clients remains steadfast and we believe that this new brand identity best reflects our holistic approach to connecting generations and simplifying complexities."

Founded in 2002, ArchBridge Family Office is designed to meet the unique needs of families with significant wealth, providing services that encompass investing, estate planning, tax planning, risk management, and philanthropic strategies. ArchBridge takes a comprehensive approach to understanding financial and family dynamics, providing proactive, tailored solutions that help client families achieve their goals.

"At ArchBridge Family Office, we set ourselves apart by providing the highest level of care and peace of mind to our client families," Lilly said. "Our *Family, Forward* approach allows us to build strong, trusted relationships with our clients while delivering a true, personalized experience."

### About ArchBridge Family Office

ArchBridge Family Office is an independent, multi-family office and trust company that advises 65 clients on more than \$13 billion of investment assets and more than \$15 billion of total wealth. Founded in 2002, ArchBridge Family Office provides holistic, high-touch client service including customized, independent investment management and a full range of family office and fiduciary services. The firm serves a limited number of clients with substantial wealth in order to maintain very low client-to-employee ratios. Visit [archbridge.com](http://archbridge.com) to explore how the firm manages complexity with unmatched expertise and a *Family, Forward* focus.

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