

Setter

Secondary Market Survey

Family Offices

2025

First in the secondary market.

Highlights

The Secondary Market Survey analyzes secondary market activity of Family Offices, across the following topics:

› **Buying & Selling Activity in 2025**

- Primary versus secondary deployment
- LP Stake versus VC Shares activity
- Motivations for Buying and Selling
- Pricing expectations for 2026

› **Deal Flow Dynamics**

- Changes in deal flow levels
- Sources of deal flow

› **GP-Led Activity**

- Changes in observable GP-Led processes
- Participation in GP-Led deals
- Staple requests
- NAV & Distribution expectations for 2026

› **Alternative & Secondary Fund Investments**

- Commitments to Secondary Funds
- GP Stake fund commitments
- Alternative allocation breakdown
- Anticipated changes in allocation

The survey

As the secondary market continues to broaden in scope and participant diversity, we are expanding our research program to offer deeper insight into distinct investor segments. This report represents Setter Capital's first Family Office Edition within our ongoing survey series, designed to quantify participation, activity levels and emerging themes among family offices globally.

Drawing on more than a decade of experience producing Setter Capital's semi-annual Secondary Market Volume Reports—which track global secondary market activity across asset classes and buyer groups—this new initiative focuses exclusively on single and multi-family offices globally. For this inaugural edition, we conducted a confidential 27-question survey of more than 3,000 family offices worldwide, spanning a wide range of sizes, geographies, investment structures and portfolio compositions.

The survey examined participation in alternatives generally as well as specific buying and selling activity in the secondary market across LP stakes, GP-Led transactions and venture company shares. It also dives into motivations, sourcing approaches and forward-looking projected activity in the secondary market. Responses were aggregated and analyzed to provide a consistent and comparable view of activity across this investor segment.

As this is the first edition of our Family Office series, our goal is to offer a clear and focused perspective on how family offices interact with the secondary market today, and how their evolving strategies may shape the next phase of growth and innovation within private markets. We hope you find the results informative and welcome any questions.

More Insight.

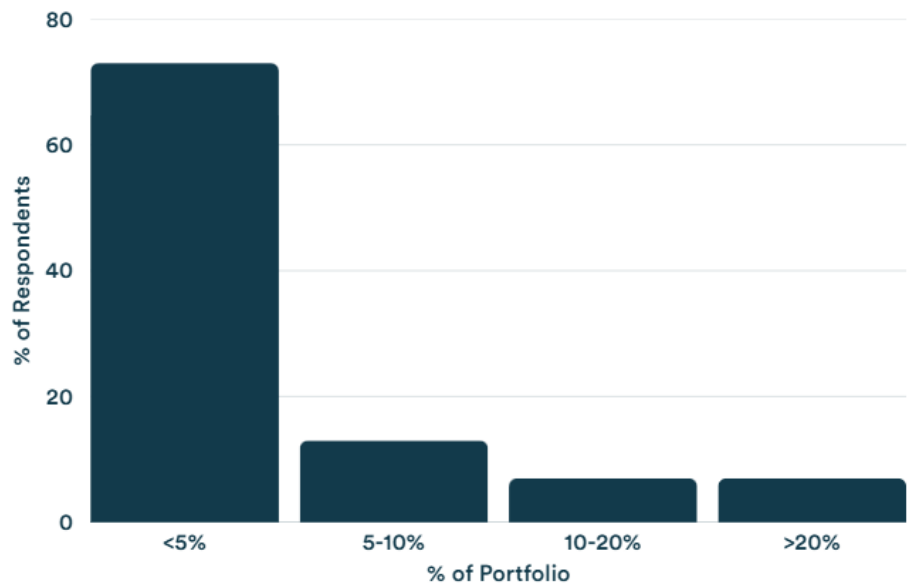
In the secondary market, knowledge is power.
By providing granular custom portfolio analysis and
industry-leading market research, we empower our
clients to make the most informed decisions.

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Buying Activity

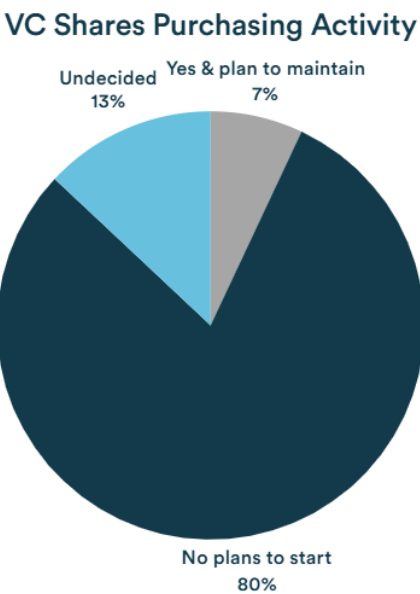
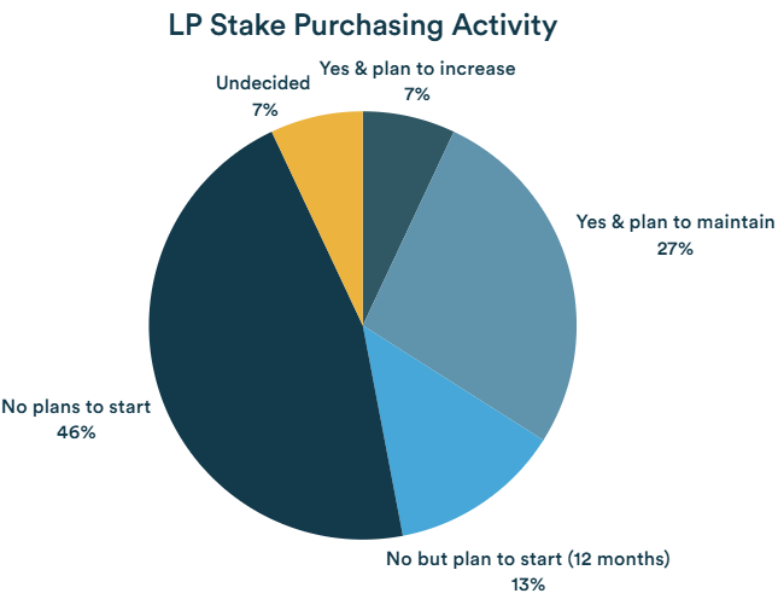
Primary versus Secondary Investments

For 27% of family offices secondary deals made up >5% of their alternative investments this year.



Secondary Buying Across Strategies

34% of family offices purchased LP secondaries, while 7% purchased venture company secondaries.



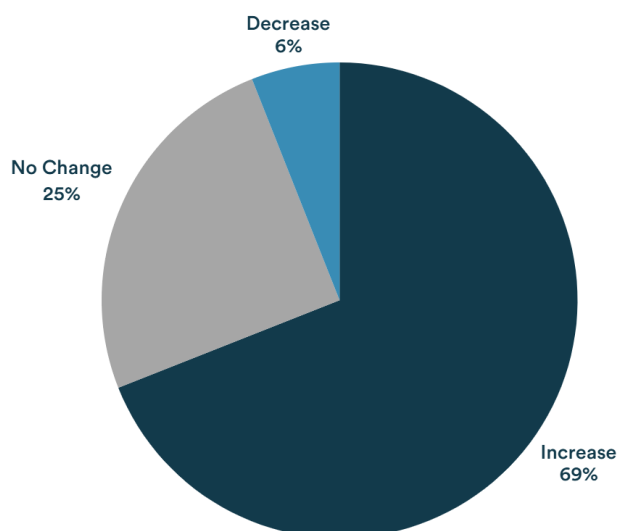
Buying Activity

Motivations for Secondary Purchases

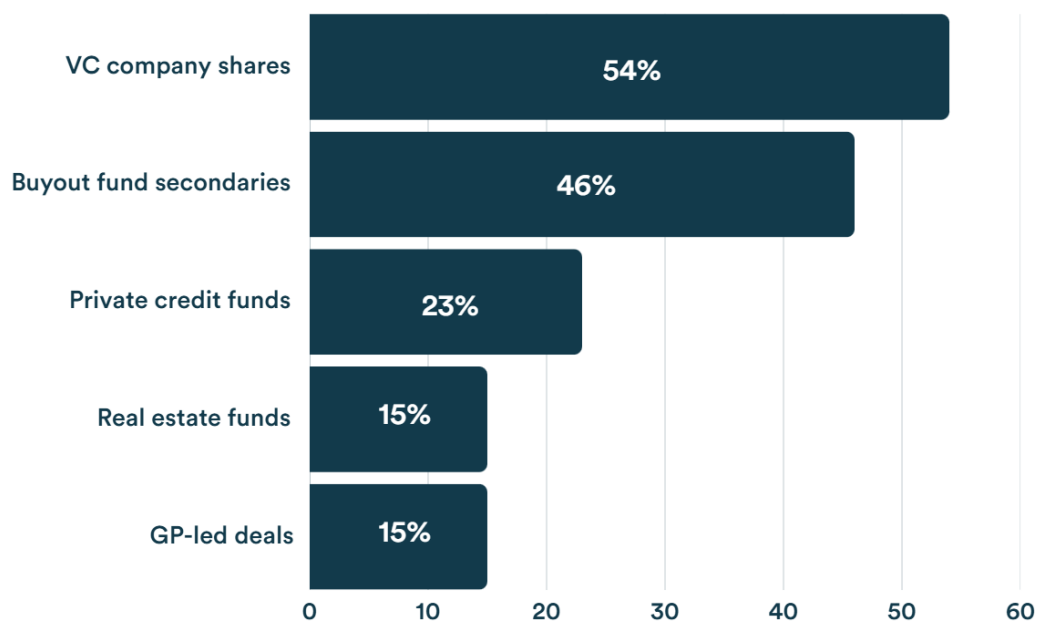


Deal Flow

Change in Secondary Deal Flow



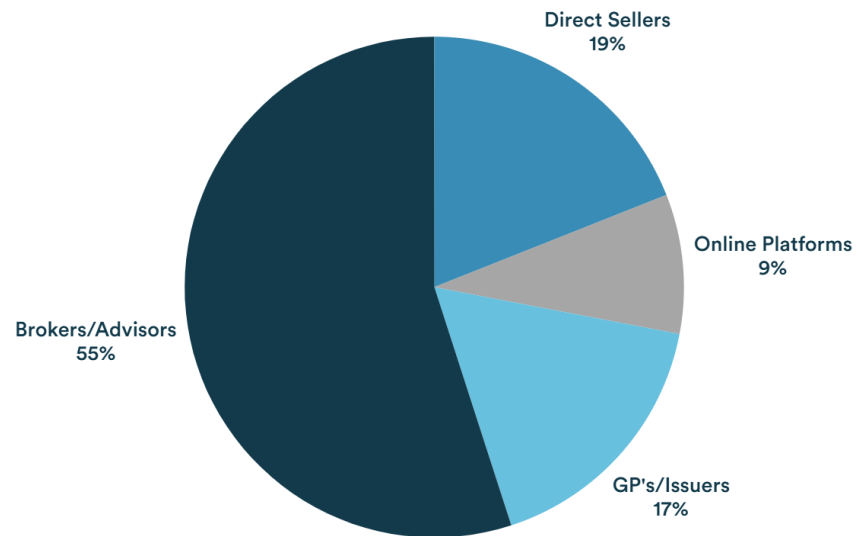
Asset class with most favorable secondary opportunities



Deal Flow

Source of Deal Flow

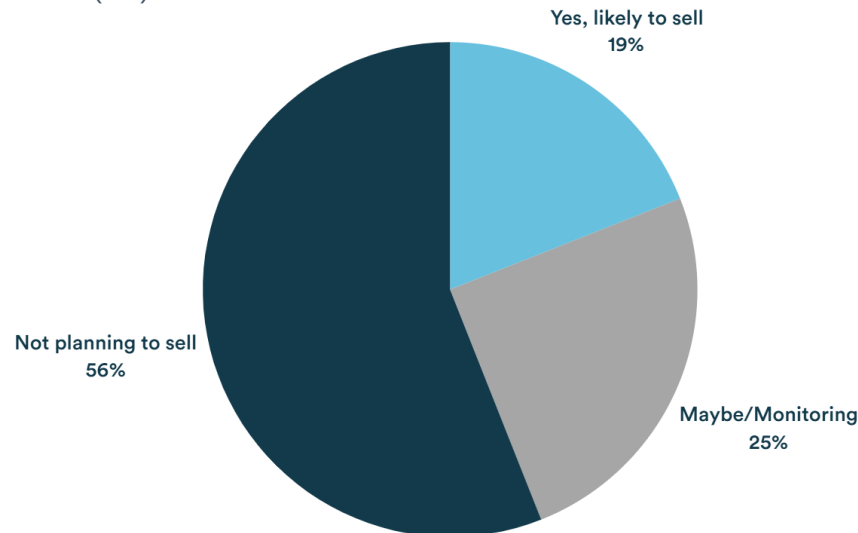
Brokers were the dominant source of secondary deal flow, accounting for 55% of opportunities, with the balance came directly from sellers, GPs and Issuers and online platforms.



Selling Activity

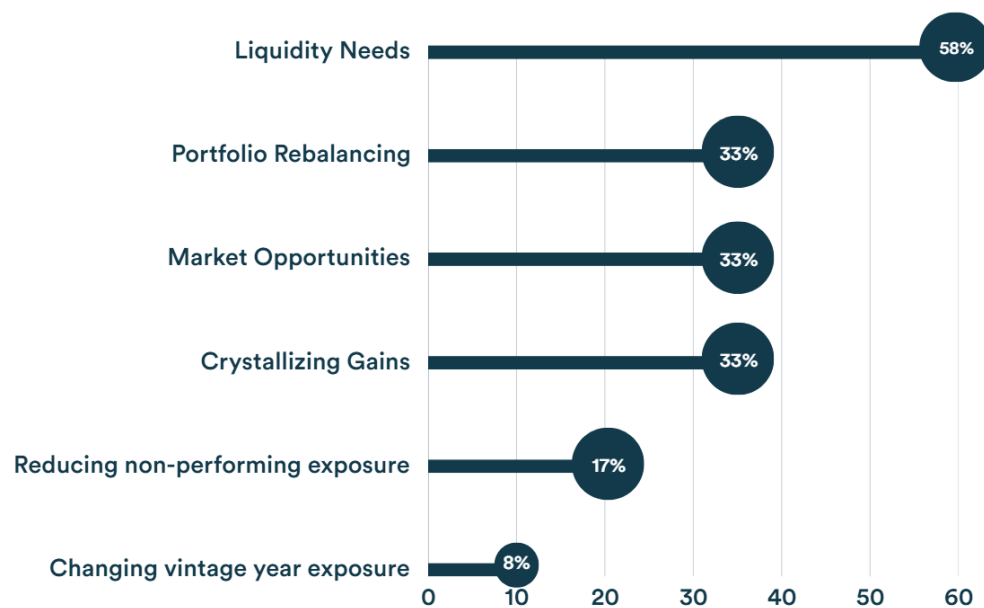
Anticipated Selling in Next 12 Months

Among the 19% of respondents likely to sell, most activity is expected in LP stakes (13%), with a smaller portion in venture direct shares (6%).



Motivation for Selling

Respondents noted a range of factors that drove their sale decisions.

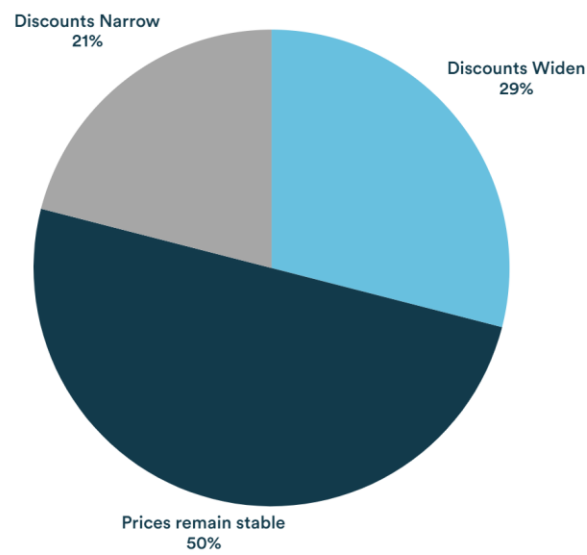


Note: Respondents could select multiple motivations.

Pricing

Expected Change in Secondary Pricing

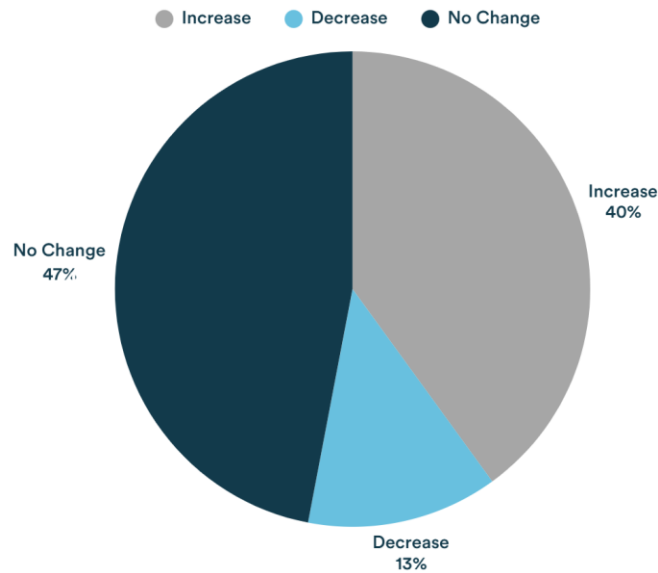
Most family offices felt pricing would remain the same or improve, with 29% expecting discounts to be higher in 2026.



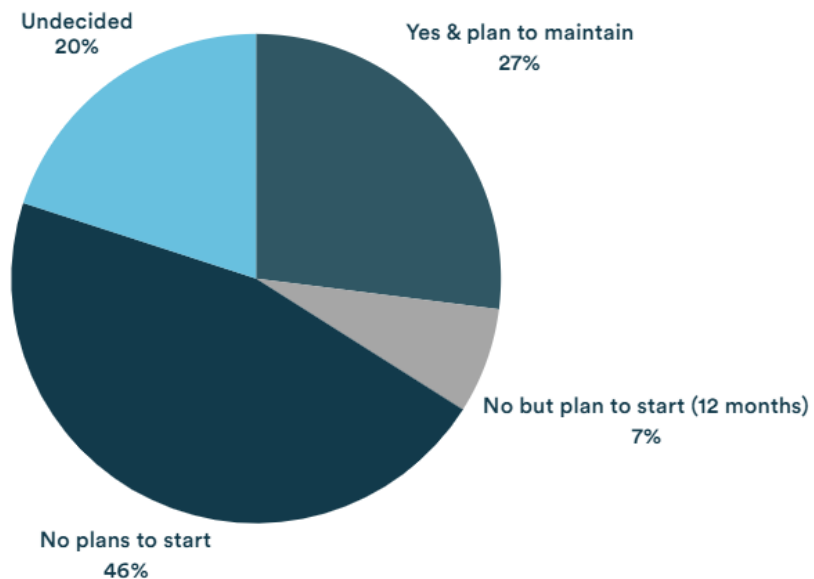
GP-Led Activity

GP-Led Activity Levels

Respondents were asked whether they saw a change in deal flow of GP-Led processes.



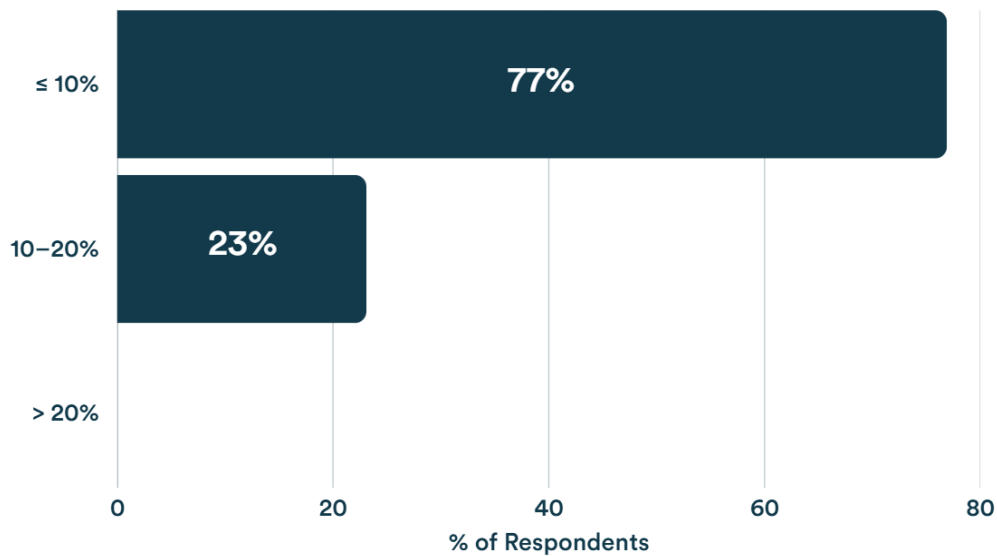
Participation in GP-Led Deals



GP-Led Activity

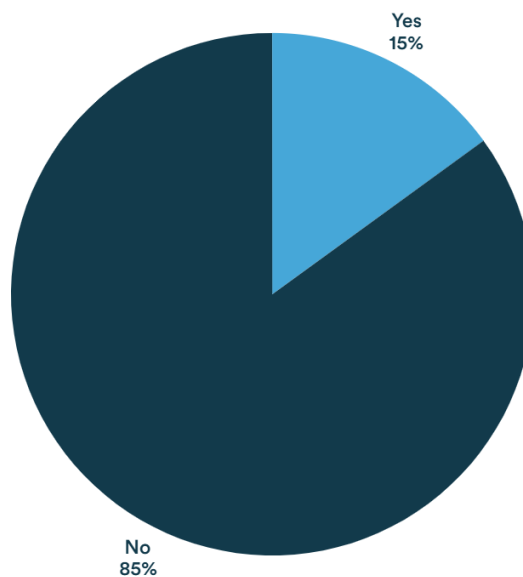
Distributions Generated by GP-Led Processes

Most respondents (77%) reported that distributions from GP-Led processes accounted for less than 10% of their total fund distributions, while 23% indicated that they represented 10–20% of their total distributions.



Staple Requests

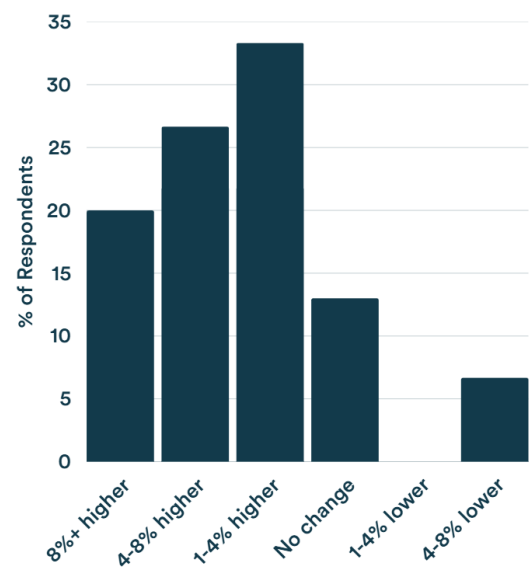
Only 15% of respondents reported that the GP required a primary commitment to be made alongside the secondary purchase of an LP deal.



Distribution and NAV Changes

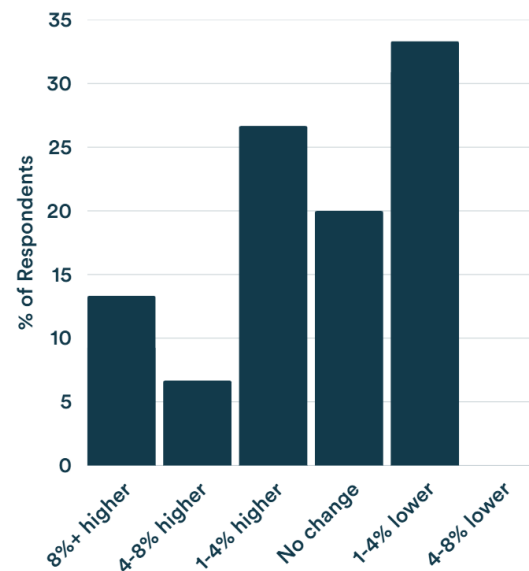
Expected Change in Distributions in 2026

More respondents expect distributions to increase in 2026.



Expected Change in NAV in 2026

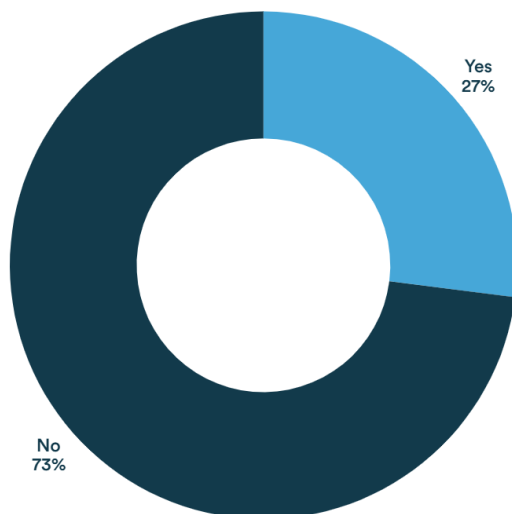
Likewise, more respondents expect NAVs to increase in 2026, than decrease, with approximately 20% expected no change at all.



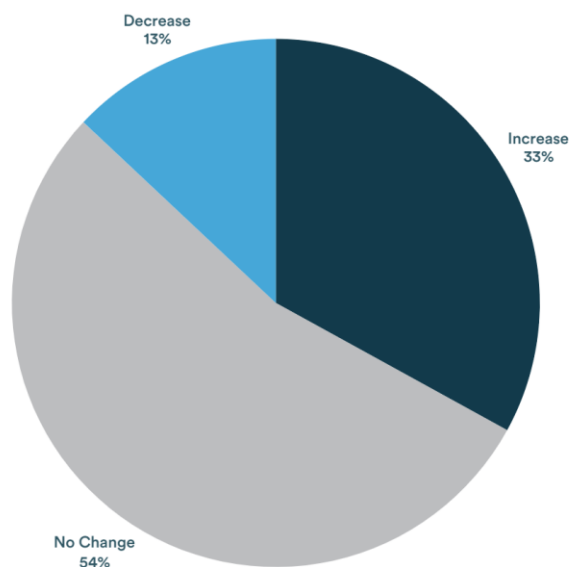
NAV Loans

NAV Loan usage is prevalent among family offices, and gaining momentum.

Current NAV Loan Usage



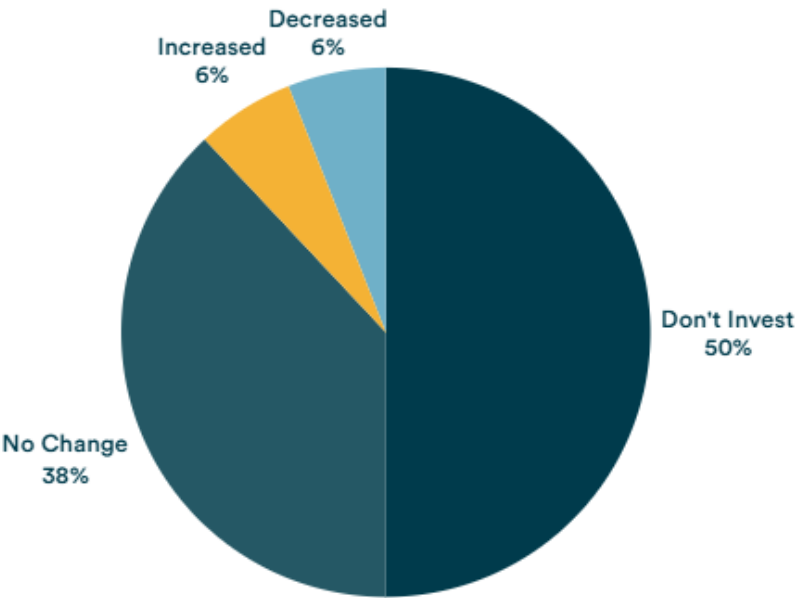
Expected Change in NAV Loan Usage in 2026



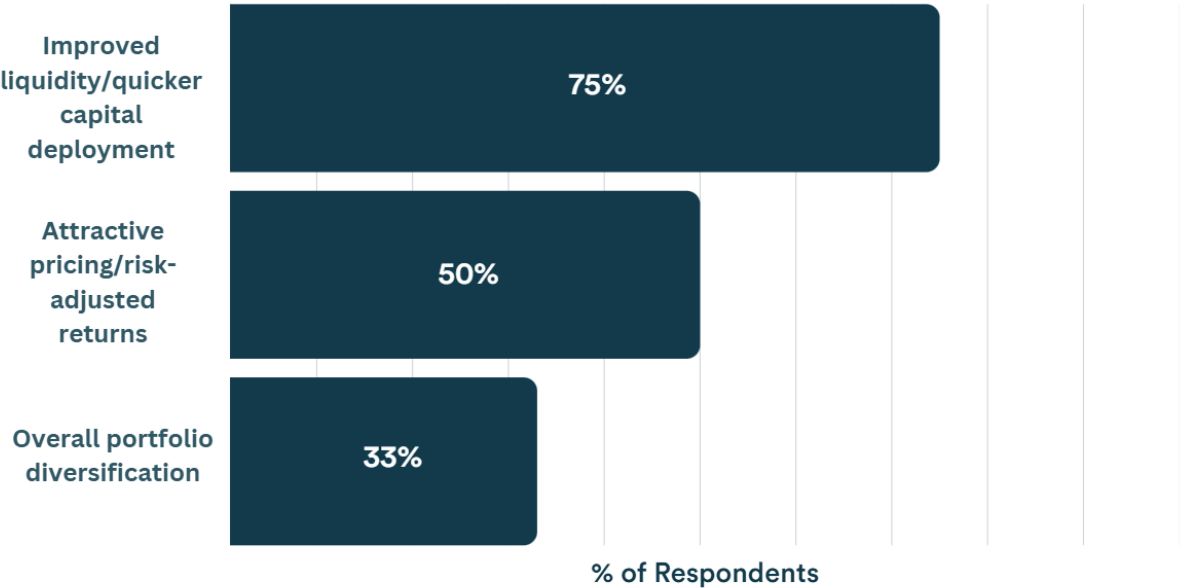
Secondary Fund Investments

Secondary Fund Commitments

Family offices concentrate their secondary fund exposure in Private Equity, with 89% identifying PE as their largest allocation in secondary fund commitments.

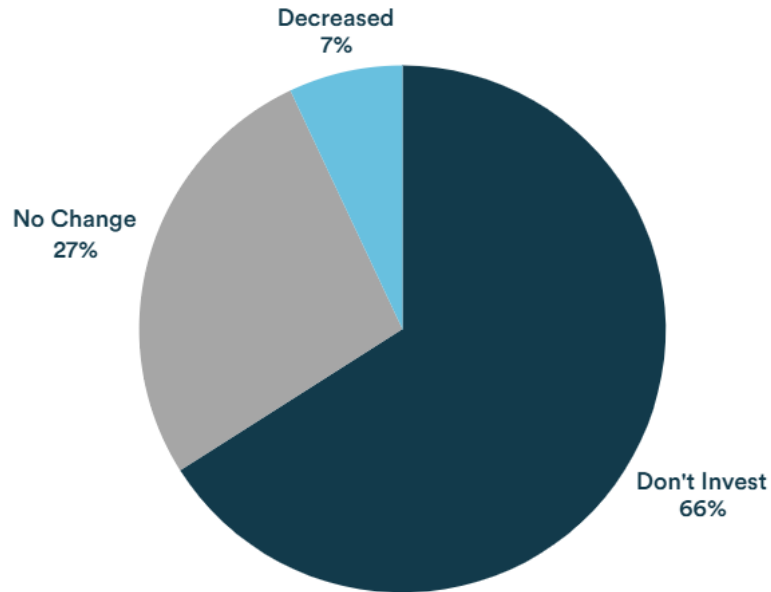


Reasons for investments into secondary funds



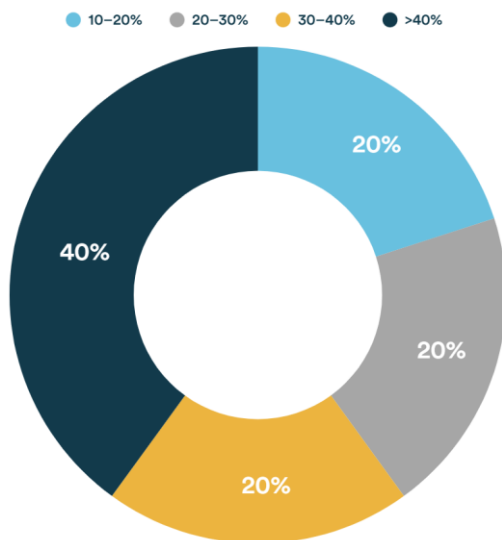
GP Stake Commitments

Changes in GP Stakes Fund Commitments in 2025

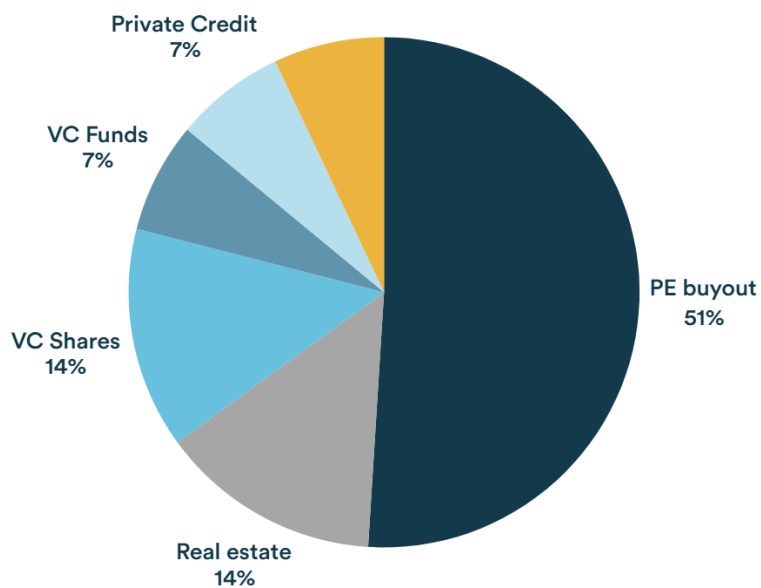


Allocation

Current Allocation to Alternatives

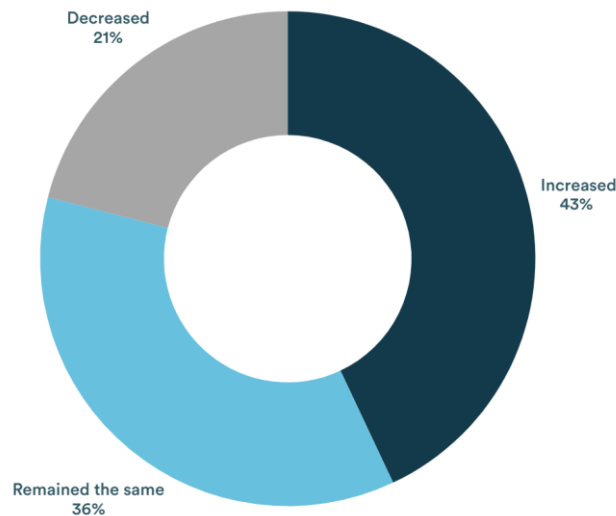


Exposure within Alternatives



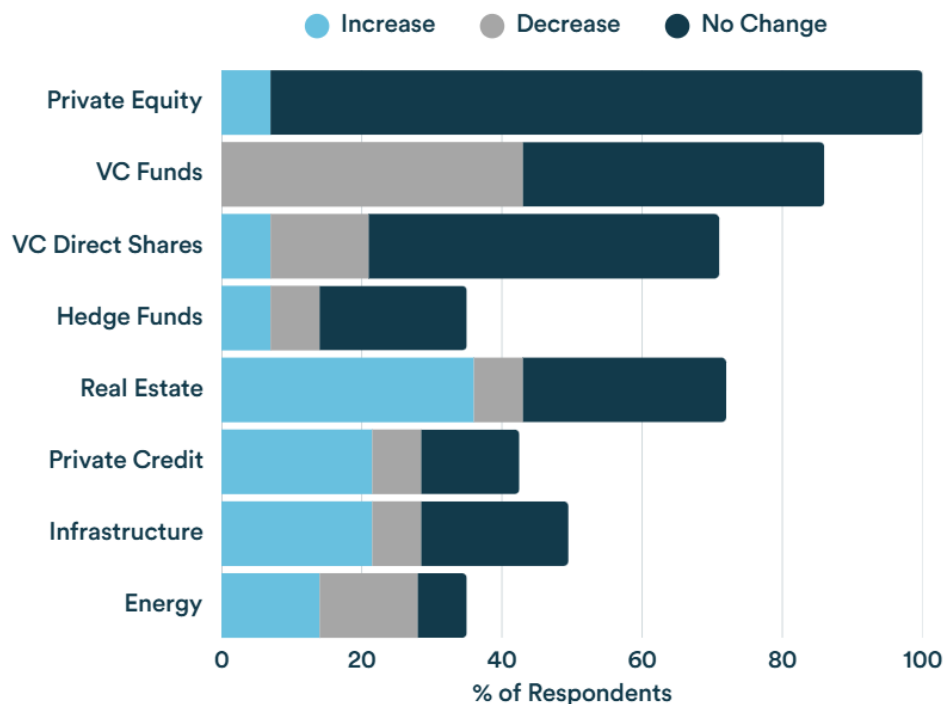
Allocation

Allocation to Alternatives over the last 3 years



Future Allocation Plans (next 3 years)

93% of family offices plan to keep Private Equity Buyout exposure unchanged. Venture capital funds face the largest reductions, with 43% planning decreases and none increasing. In contrast, real estate shows the strongest growth intent (36% increasing), followed by private credit and infrastructure (21% each).



About Setter

Established in 2006, Setter Capital is a leading independent advisory firm specializing in providing liquidity solutions for fund managers and institutional investors in the secondary market for alternative investments.

We serve a diverse client base including some of the world's largest pensions, endowments, investment consultants and fund managers. To date, Setter Capital has completed over 2000 transactions, representing more than \$40 billion in liquidity across venture capital, private equity, infrastructure, real estate, real asset, and hedge fund investments.

Setter Capital's mission is to make the secondary market more transparent and efficient for all market participants. To this end, Setter provides the market with complimentary secondary market research and analytical tools such as:

The Setter Volume Report™

The semi-annual report that provides the most comprehensive and accurate assessments of the secondary market.

The Setter30™

The quarterly ranking of the most sought-after venture-backed companies in the global secondary market.

The Setter Liquidity Rating™

A unique rating system that allows buyers, sellers and creditors to assess the relative liquidity of over 7000 different fund families.

The Setter Liquidity Report™

A 17-page comprehensive review of an investor's portfolio addressing all aspects of active portfolio management and construction.

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Voted Best Secondaries Solution & Platform

Private Equity Wire US Award Winner 2021, 2022, 2023 and 2024, 2025
Private Equity Wire European Awards Winner 2024