This paper is the first to investigate the extent and the consequences of the joint provision of advisory services – i.e., non-audit services – by auditors to family firms. We exploit the German setting, where family firms are a backbone of the economy and differential audit fee disclosure has recently become available for private firms. For a sample of listed and private family firms, we show that auditors are a typical and significant source of various advisory services. As consequences of this wide-spread practice, we find weak evidence on threats to perceived auditor independence and support for beneficial knowledge spillovers between the services. While listed and private family firms do not differ with regard to the relative proportion of overall auditor-provided advisory services, comparative findings suggest that key threats and benefits of jointly provided services are more prevalent among private family firms. Results have implications for regulation, professional practice and research.