

Brighton House Associates White Paper

A Clearing House Where Hedge Fund Managers and Investors Meet

As a hedge fund professional, your success hinges upon your ability to connect with the right investors and raise capital. The problem with hedge fund marketing today is the lack of communication between hedge funds and investors that makes it difficult for managers to identify those investors who are well suited to their funds. There is no central meeting arena where hedge funds managers and investors can come together to exchange information. *Here at Brighton House we act as the central clearing house where hedge funds and investors share information and conduct efficient searches that lead to meaningful meetings.*

BHA Analysts, Your Outsourced Lead Generation Sales Support Staff

As the central marketplace for asset allocation, BHA helps to facilitate communications between managers and qualified investors who have already indicated interest in the investment strategies that their funds represent. Under the old marketing system, managers employed one or two marketers to cold-call investors from outdated lists and databases with no way of knowing the investor's current interests. It was a waste of both time and money.

Brighton House has revolutionized the hedge fund marketing industry with the advent of SalesDesk™. Our experienced team of Research Analysts works with this software to create investor profiles that can be specifically matched to our clients' funds. Additionally, our analysts act as the eyes and ears of the industry by participating in over 30 hedge fund related conferences each year.

When you become a client of Brighton House, you will be assigned a full-time analyst who will act as your sales and marketing support personnel. Your BHA analyst will conduct custom surveys of investors in order to find you only the most qualified leads. In addition to personalized support, you will be able to leverage the work of Brighton House's entire team as we are a tight-knit group of individuals dedicated to sharing information and conducting industry research as we actively maintain our investor network.

Lead Qualification

The mission of BHA is to generate quality leads. First, our analysts work with you to create a detailed client profile which is similar to a due diligence questionnaire. We then run your profile through our investor network in order to generate quality matches. The investors that are exact matches to your fund's investment strategy are sent to you as a leads. Right out of the gate, you benefit from the work we have already done within our investor network, and, as you develop a relationship with your analyst, she will research more investors with your fund in mind. Our team as a whole typically speaks with 200-

300 investors each day, and your analyst will alert her colleagues regarding your unique criteria to widen the net in our search for your perfect lead.

SalesDesk™ Dashboard

SalesDesk™ is a web-based application that serves as a contact/lead management tool, search engine and profiling/matching technology that is integrated into our “live” investor database. Your secure SalesDesk™ home page is where you can get updated leads that match your customized profile, create lists to manage your new contacts, access your allocation pipeline, receive news updates from the hedge fund world and schedule upcoming tasks.

Our clients also utilize the dashboard to conduct their own searches. Matching leads are brought directly to the dashboard where they can be added to your list management module.

The pipeline reporting feature allows clients to track their potential allocation cycle with multiple investors and can be organized into several categories such as allocation size, probability of allocation and source of allocation, to name a few. With our SalesDesk™ software – which can be fully integrated with Microsoft Outlook or your PDA – managers can log calls and emails, track meetings and monitor every step of the allocation process with every investor they contact. SalesDesk™ also offers live support from an analyst who is qualified to assist you with any questions that may arise.

Our Network

Our unique investor network consists of 35,000 alternative investor contacts. Our clients can search the database of investors by category, strategy, allocation size, current investment searches and dozens of other criteria that will help them locate the perfect investor.

A search of our network instantly provides contact information and a detailed investor profile for every investor that matches the input search criteria. This allows clients to instantly identify investors that are currently searching for funds of their exact type. The investor profile contains the contact information of the entity directly responsible for manager selection and includes the ability to compile and export a contact list.

BHA operates the world’s largest network of hedge fund investors and maintains it with the industry’s largest team of analysts focused on hedge fund investor research. Our unique combination of web-based software, large investor network and dedicated analysts provides clients with the most up-to-date, accurate and practical investor leads.

