

### WHO WE ARE

Parker Point Capital (PPC) is a licensed broker/dealer that has eliminated long term contracts and exorbitant success fees and created a low cost campaign subscription model that helps alternative investment managers quickly and efficiently market their funds to investors. Through direct marketing campaigns conducted by PPC marketing executives, PPC clients receive outsourced marketing support that results in scheduled first meetings with carefully matched pre-screened investors. Managers using the service benefit from our campaign management capabilities to directly market their funds through conference calls, meetings, and road trips. Below is a case study outlining the service PPC provided for a client.

### THE FUND

<u>Fund Strategy</u>	<u>Introductions</u>	<u>Outreach</u>	<u>Road Trips</u>
Short Term Tactical Trading	<i>28 In-Person Meetings</i> + <i>16 Conference Calls</i> = 44 Total Introductions	1116 Outbound Calls	Trips to New York City, London, Geneva & Zurich

A short-term trading hedge fund engaged PPC for a three-month marketing campaign between April 2010 and July 2010. During this period, PPC set up road trips to New York, London, Geneva, and Zurich, and secured forty four meetings consisting of in-person meetings and conference calls with qualified investors.

The fund had been looking to expand its outreach to the global hedge fund investing community. Given the large universe of institutional and private investors, it wanted to ensure its time was spent optimally, speaking with potential investors that were in a fit for the fund and had capital to invest in its strategy.

### CURRENT MARKETING

At the time, the fund had one member responsible for coordinating its marketing and investor outreach efforts, which were focused on existing relationships and building new relationships. The fund has an extensive track record and a strong personal rolodex, however the fund knew the amount of time it takes to engage investors. It was clear that investor outreach needed to be expanded to meet their asset growth targets. The fund needed to develop new relationships with strategic investors that would broaden its base of limited

***The fund had one member coordinating its marketing and investor outreach efforts***

partners and extend its global marketing reach.

**THE PPC PROCESS**

The first step in a 12 week marketing campaign is to form a team consisting of the fund’s investor relations executive, the PPC marketing executive, and the Brighton House Associates (BHA) analyst. This team works as a unit to make the campaign a success. The tedious research and the time consuming scheduling of calls and meetings is outsourced, but under the control of the fund manager.

The second step is to create a target list that identifies the global universe of prospective investors for the fund. PPC used in-depth investor analysis from PPC’s parent company BHA to identify these targets.

STARTED WITH
- <u>7,000 ACTIVE INVESTOR MANDATES</u> ON BHA’S INVESTOR DATABASE.
SCREENED BHA’S DATABASE TO IDENTIFY RELEVANT INVESTOR MANDATES
-CTAs, CURRENCY, GLOBAL MACRO, FIXED INCOME ARBITRAGE, SHORT-TERM TRADING STRATEGIES AND VOLATILITY ARBITRAGE. - <u>890 ACTIVE HEDGE FUND MANDATES IDENTIFIED.</u>
END RESULT
- <u>44</u> INTRODUCTIONS SCHEDULED BY PPC. OVER <u>1,000</u> OUTBOUND CALLS DURING 3 MONTH CAMPAIGN.

Working from a global database of seven thousand investors, the PPC marketing executive and BHA analyst narrowed the list to investors currently searching for short-term trading, CTAs, currency, global macro, fixed income arbitrage, and volatility arbitrage. This global target list

was made up of 890 distinct investors who had a relevant mandate that made them a prospective fit for the client. Once the list was compiled it was then sent to the firm, which then created a do-not-call list that consisted of current investors along with high-level prospects with whom the fund had already been in regular contact.

***The key factor in the trip’s success was not only the high number of meetings, but the fit and quality of the meetings themselves.***

**THE MARKETING CAMPAIGN**

Initial outreach conducted by the PPC marketing executives included live conversations with investors introducing the fund

and sending out marketing materials. After informing the investor of a few high-level bullet points about the fund, the marketing executive set up introductory conference calls and face-to-face meetings, with the fund's portfolio manager. Please remember that the investors had already indicated a strong interest for the strategy to BHA analysts so there was not a lot of "selling" involved.

During the first half of the campaign, PPC began planning for the fund's first marketing trip to New York. This location was chosen for the first trip because, based on an analysis of different potential destinations, PPC marketing executives and BHA analysts determined that New York had a highly concentrated investor base with active mandates for their fund type, and New York was also in close proximity to the fund's office. Additionally, BHA mandate data had shown that New York investors were more active than other regions in terms of allocating capital.

In utilizing a targeted email campaign, followed up by outbound phone calls, the PPC marketing team scheduled twelve meetings for a four day trip to New York. The key factor in the trip's success was not only the high number of meetings, but the fit and quality of the meetings themselves. PPC was able to prescreen and target investors prior to outreach, which resulted in positive feedback from the client about the quality of the meetings.

Following the first marketing trip, PPC transitioned directly to preparing for the second trip to London, Geneva, and Zurich. London, Geneva, and Zurich were chosen because of the regions high concentration of investors with interest in the fund's strategy. Sixteen high quality meetings were scheduled for the five day trip.

***16 high-quality meetings were scheduled for a 5-day trip to London, Geneva, and Zurich.***

## **CONCLUSION**

During the three-month campaign, PPC was able to schedule forty four introductory meetings and conference calls with interested institutional and private investors. Based on the substantial pipeline of additional prospects introduced during the marketing campaign, the fund expects a significant amount of business from the PPC investor pool.

The team of the PPC executive, BHA analyst, and the funds investor relations executive were able to efficiently pursue the targeted investors with numerous calls and emails throughout the campaign. This enabled the fund to convert interested investor targets into prospective allocations- and spend more time on closing new business. The campaign was a success, and the fund manager renewed for a second campaign.

## **Manager Commentary**

PPC was enormously helpful in refocusing our marketing materials even before the campaign began. As a result, our presentation is more clearly differentiated from thousands of other managers with whom we compete for capital. I met with 44 super-qualified investors in 90 days

– effectively one every other day of the three month campaign. As the partner who is in charge of investor relations (and has raised \$2 billion already “the hard way”), this represents a quantum leap in terms of efficiency and cost-effectiveness for our marketing efforts. With Parker Point, I can focus on the meetings themselves and on their follow-up investor due diligence, which is the best use of my time as a principal. Having worked with traditional third-party marketers and run marketing campaigns myself, I believe Parker Point has hit upon the ideal solution for busy hedge fund managers. The job they do is first-rate and the value proposition is extraordinary. In nearly every meeting I attended, investors voluntarily brought up and praised Parker Point for their professionalism; I have no doubt that investors listen closely when they call and value their service as much as managers do.