



## Brighton House Associates | **Alternative Investor Research Program**

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### **Overview | *Creating Connections in Alternatives***

Forging productive investment partnerships from among the thousands of available alternative investment opportunities has never been an easy task. Investors often find themselves caught between two extremes – they are swamped with unwanted solicitations from funds whose characteristics are of

no interest to them – or they aren't finding the managers they want to find because of government regulations restricting the marketing of alternative funds.

Our goal at Brighton House Associates is to make the alternative marketplace more efficient. Through detailed and precise investor research, we are hoping to reduce the amount of “noise” and wasted effort in the alternatives marketplace. Our work profiling investors helps our fund manager clients identify, prior to beginning their marketing efforts, those investors around the globe which are currently searching for their type of fund. BHA's services makes it easier for investors to hear from managers that fit their search criteria because BHA's hedge fund and fund of fund clients target only those investors that fit their strategy. For these services there is no cost to the investor. Our fund manager clients bear the cost of our research efforts in the form of a flat-fee. There are no hidden charges or commission payments for our services.

### **The Process | Investors, Managers and Mandates**

The way we go about our research is entirely unique. First, our analysts speak on a daily basis with the full spectrum of global investors who are interested in alternatives. We then collect detailed information about the specific investment preferences of those investors and determine the core criteria in their investment mandates. These discussions often cover a broad range of considerations depending on the fund or strategy type in question, but often revolve around investment strategy, volatility parameters, manager track record, minimum assets under management, pedigree, liquidity requirements, and geographical focus.

Brighton House then creates a detailed investor profile that organizes this information in a clear and well organized fashion. This information is then returned to the investor for corrections and error checking. Once the information is deemed fully accurate, our fund management clients are allowed to access our research on investors that are currently looking for their **exact** strategy. In this way, those managers and investors that have a pre-qualified interest in each other can engage in a productive dialogue, and those who are not interested can save precious time avoiding unfruitful meetings and communications.

As a pure data research provider, Brighton House Associates has no involvement in the sales process. We don't offer, market, or present any fund(s), nor do we offer any investment consultation. The investor is contacted directly from the fund manager without involvement from us. The ultimate purpose of the service is to help investors hear from managers that fit their investment profile, and to avoid hearing from managers whose products are not a match with their interests.

## **Building Partnerships | Creating and Updating an Alternatives Mandate**

While there are many hedge fund and private equity data services, they are most commonly based on the reporting of funds that happen to opt-in to that system. Discovering new funds, strategies, and emerging managers remains a difficult and time consuming process.

Investors who keep an updated alternative investment profile with Brighton House are sending a clear signal to the marketplace about which types of strategies they are interested in and which they are not. That adds up to more time spent on the exploration and due diligence of funds that you might actually invest with, and less time spent sorting through the innumerable offerings that don't pertain to your investment approach.

Take a moment to speak with a Brighton House analyst about your alternative investment preferences today. Once you have established a profile, we will be in touch periodically to keep your mandates updated and working on your behalf.

## **Frequently Asked Questions**

### ***Who are your clients?***

Our clients range from some of the most recognizable names in the alternatives industry, all the way to emerging managers using new and esoteric strategies. 25% of our clients are emerging managers, 50% of our clients have assets of \$200M to \$800M and the final 25% are clients with assets over \$1Bn. Our current client base represents over 120 unique hedge fund strategies and our managers are located in more than 12 countries around the world. Our strength lies in our manager's broad diversity of styles, approaches and fund sizes. Every investor seeks to balance their portfolio in a unique way, and we try to offer access to the widest possible range of options. (These include but are not limited to hedge funds, private equity, real estate, and related funds of funds, as well as structured products with underlying alternatives.)

***Are you a third-party marketing firm?***

No, we are not a third-party marketing firm. We don't ever suggest funds to investors, introduce client information and we don't get compensated for any allocations investors choose to make. We remain a neutral party and focused on our investor research.

***How do you get paid?***

We get paid a flat annual data service fee by each of our fund manager clients for our services. These services include research and data on both institutional and private investors and investment trends in the alternatives industry. Fund manager clients pay Brighton House to get access to investor's data which helps them efficiently target their marketing efforts by spending time speaking to investors that are currently searching for their fund strategy.

***I have all the contacts I need. How could you possibly help me?***

With an estimated 10,000+ fund managers operating in everything from long/short US equity, all the way to frontier market private equity and art investment strategies, nobody can keep up with the pace of innovation alone. Many of the best opportunities in alternatives don't last long and the best managers can close new funds so quickly you may never even know they opened. Brighton House can help you supplement you current network with ours, and we can cover twice the ground together.

***Do you provide investment advice or due diligence services?***

In order to avoid conflicts of interest, we don't provide either advisory services or due diligence. It would be unfair to our community of investors, and unfair to our clients.

***How do I establish my firm's alternatives mandate profile?***

The simplest way to establish your firm's profile is to call one of our analysts. They will be happy to speak with you in detail about your firm's alternatives interests.

**Call us anytime from 8:00 – 6:00 EST**

**(866) 460-6462**

If you would prefer, you can also submit your profile online using our web form:

<http://www.brightonhouseassociates.com/investors.php>