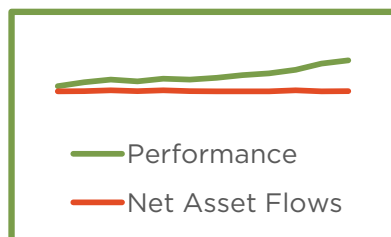




## Poor Asset Flows Despite Outstanding Performance

### Challenge: Strong Performance, No AUM Growth



A well-established equity fund of funds had generated award-winning investment performance and distribution on three large RIA platforms. Despite intense marketing efforts the manager had failed to attract new capital.

### Approach: Spell Out Investor Benefits



Chestnut determined that most RIAs did not understand and could not articulate the important role this fund could play in their clients' portfolios.

We created a new marketing presentation and supporting materials for our client, clearly defining the important portfolio diversification benefits of an investment in the fund.

We also created a script that RIAs could use when giving the presentation to their clients.

### Impact: Fund Size More Than Doubled

“The clear, crisp story Chestnut created for us was a huge part of our recent growth”

- Fund CIO

The manager's AUM more than doubled over the following twelve months, with over 80% of the new assets coming from retail investors.