



Identifying the Right Target Investors Leads to AUM Growth

Challenge: No Institutional Interest



A regional multi-family office had created a custom fund-of-funds that met their existing clients' needs well. Our client believed institutions would also benefit from this product. After spending a full year holding over 100 meetings with institutions, our client had raised zero institutional capital for their fund.

Approach: Identify and Address Bullseye Target Investors



The Chestnut team approached this project in two steps:

1. Custom Market Research: We conducted interviews with a subset of our client's current high net worth investors and institutional prospects. Our research showed that the characteristics of the new fund-of-funds did not address major needs in any institutional investor segment. The research also provided a good description of the type of HNWI investor best suited for this firm's offerings.

2. New Message Aimed at New Target Investor: We created a new marketing message clearly articulating the benefits targeted HNWI investors would gain by investing with our client. We also created accompanying materials (marketing presentation, elevator pitch, product one-pagers, etc.).

Impact: Firm AUM Has Tripled



Our client implemented their new message aggressively and invested in an expanded distribution network that was taught the new marketing story. Over the following two years the firm's AUM has more than tripled, with over 90% of the assets coming from the new target high net worth investor segment.