

Capital Introduction Services

Whether you are interested in expanding your investor network, learning more about allocator perspectives, or discussing product positioning, you can work with Prime Services to augment your existing marketing activities.

Targeted Introductions

- Develop relationships with consultants, endowments and foundations, fund-of-funds, fund-of-managed accounts, public pension plans, single-family offices, and wealth management firms.
- Benefit from targeted introductions after taking into consideration investor preferences for strategy; performance; volatility; AUM; track record; and established, emerging, or pre-launch/just-launched managers.

Pulse of the Market

- Benefit from allocator perspectives on trending hedge fund investing topics via our *What's Trending* newsletter.
- Hear thoughts on product positioning, pitch book and due diligence questionnaire messaging, and ways to keep investors engaged during the capital raising process.

Events

- Attend large forums and roundtables where investors discuss their perspectives on the hedge fund industry and broader alternative investment trends.

Other Related Opportunities

- Pershing is a leader in providing financial solutions and services. INSITE, Pershing's financial solutions conference for advisor professionals, showcases Pershing's latest offerings and features industry experts. For fund managers interested in being visible among conference attendees, Pershing provides a variety of sponsorship packages, including speaking and exhibiting opportunities.
- Hedge fund and liquid alternative managers have the opportunity to add their products to Pershing's clearing platforms. These platforms provide financial advisors, who already clear with Pershing, with the ability to transact and custody fund investments in their retirement and retail accounts.



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About Prime Services

Strength and Stability

A wholly owned subsidiary of BNY Mellon, providing clients with the confidence, stability and security of a firm with a proven history of navigating clients through changing economic and market cycles

Securities Lending Depth

Client access to Pershing's robust supply of lendable stocks and bonds, sourced through the firm's clearing businesses and fully paid lending program, providing competitive rates and borrowing stability for hard-to-borrow securities

Differentiated Funding Source

Pershing and BNY Mellon are primarily clearing and custodial businesses with differentiated balance sheets, providing additional flexibility and creativity in funding certain assets for clients

Client Service

Pershing's service model provides clients with a single point of contact within a dedicated, experienced support team personally invested in their business

Contact Us

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