

# COVID-19 Crisis Put Investment Consultant Advisory Capabilities to the Test

2020 Greenwich Leaders: U.S. Investment Consulting

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Executive Summary:

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U.S. investment consultants have spent more than a decade expanding their relationships with institutional clients beyond their traditional realm of manager searches and into deeper strategic partnerships with investors. The COVID-19 crisis put that model to the test in 2020, as institutional investors of all sizes and types sought advice on how to navigate the operational disruptions and market volatility brought on by the global pandemic. In this most challenging of environments, a small group of best-in-class consultants stood out for the counsel and support they provided to institutional investors.

Methodology:

Between July and October 2020, Coalition Greenwich conducted interviews with 856 individuals from 704 of the largest tax-exempt funds in the United States. These U.S.-based institutional investors are corporate and union funds, public funds, and endowment and foundation funds, with either pension or investment pool assets greater than \$150 million. Study participants were asked to provide quantitative and qualitative evaluations of their asset management and investment consulting providers, including qualitative assessments of those firms soliciting their business and detailed information on important market trends.

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