



Distribution Effectiveness in Private Markets – Picking Your Path in a Maturing Marketplace

Competitive Challenges Conference Presentation

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Executive Summary:

With institutional investor demand preferences signaling continued elevated appetite for all things "private", the number of traditional managers building or buying privates capabilities has remained brisk, even in the face of increased market share concentration. This specialist vs. generalist approach can place stressors on developing a sales and service model that is 'best fit' to optimize both sales productivity and client engagement.



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