# 2024 Perspectives on Investor-Manager Partnership

## 2024 Global Institutional Investors Study

January 6, 2025

Executive Summary:

Gaining recognition as a strategic partner for clients is the holy grail in all lines of professional services. What does it mean in the context of institutional asset management? Do investors value partnerships with managers and, if so, what do they expect from their partners? How do both parties benefit from this collaborative relationship and how will it evolve going forward?

To address these questions, Coalition Greenwich interviewed institutional investors globally to gain insights into how they perceive their manager relationships, particularly those that they consider strategic partnerships.

Methodology:

Coalition Greenwich interviewed 372 institutional investors globally between February and September 2024.

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