

# The Blurring of Industry Lines: Fiduciary Management 2.0

November 4, 2016

Executive Summary:

This presentation from the annual Competitive Challenges Conference highlights the growth of outsourced relationships and the main reasons why institutional clients choose to outsource. Here are the key takeaways:

- Navigate the confusion — Sidestep the complexity inherent in the discretionary space by setting clear definitions with investors around exactly what capabilities the firm offers.
- Find your niche — Pursue a comprehensive business approach to the discretionary space if you have the scale to do so. Otherwise, focus attention on specific areas of opportunity that play to the firm's strengths.
- Get comfortable with customization — Highlight the firm's ability to be flexible in discretionary arrangements. Every relationship should be tailored to meet the unique needs of specific clients.



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