Case Study

Insurance Boutique Pivots to Third Party Investor Business

Challenge: High Turnover, No Independent Identity

A private debt asset manager that was wholly-owned by a major insurance company faced two major hurdles to growing its third-party business. First, the manager was unknown in the institutional marketplace, as the bulk of their assets were for the book of their insurance company parent, and almost all of their third party business had come via a referral partnership that was expiring. In addition, four of the manager's top portfolio managers had left to form a competitor firm over the previous 18 months. The departing PMs had served as the primary contacts for the firm's third party investors.

Approach: Build a Strong New Identity

We identified three key attributes of our client's product that would resonate with conservative institutional investors:

1. **Capital Preservation Is Paramount** – Our client tilted heavily to capital preservation in its underwriting approach, leading to a very low history of credit losses
2. **Strong Aligned Ownership** – Highlight the strong balance sheet and reputation of the parent insurance company
3. **Radical Transparency on Turnover** – We counseled our client to begin sharing its management succession plans with clients, consultants and prospects more than two years ahead of time.

Impact: Lost AUM Fully Replaced

In the first twelve months of implementing the new message we created for them (including a marketing presentation, new RFP + DDQ language, new performance reports and investor website), our client fully replaced the lost AUM from its former marketing partner with new institutional capital. The firm now has a strong pipeline of new institutional clients.