

ALTERNATIVE PRODUCTS

Are you offering an interesting and attractive product from the alternative segment and wish to place it on the market - efficiently and professionally - or are you seeking support for a product already on the market?

WILLENBACHER ADVISORY provides the know-how you need on the legal and sales issues before a possible market entry. We provide individual consultancy, which is of particular significance in this highly heterogeneous class of assets. No two products are the same. We analyse every aspect of your fund, from the lock-up periods and the regularity of NAV publications, right through to the calculation of any sales including the respective value date to obtain a comprehensive picture.

This process is necessary to precisely assess the legal consequences and we cooperate closely with one of Austria's leading auditors in this context. After this assessment, an efficient analysis of the target group is conducted.

Last but not least, we draft a marketing concept jointly with the management: this concept covers a very broad spectrum. It begins with the website, the special features for Austria, the production of sales materials - and may even include the placement of materials in print media. We also set up contacts with the specialised press. Our range of services is rounded off by the organisation of road shows and round table discussions, as well as conferences and trade fairs.

WILLENBACHER ADVISORY supports you from the planning phase up to the actual sale. We cover the whole spectrum of services of the "pre-sales process", with a strong feature of our work being a high degree of flexibility and professionalism.

WILLENBACHER ADVISORY – The key to efficient sales and lasting success