

INVESTMENT FUNDS

Are you offering an interesting and attractive product from the investment fund segment and wish to place it on the market - efficiently and professionally - or are you are 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 and, above all, flexible consultancy. We analyse your product portfolio to single out the most attractive funds for the Austrian market.

Before being able to define a sales strategy, a careful analysis of the funds is needed to see which ones are eligible for approval to be sold to the public. We work closely together with one of the leading auditing firms in this context. An approval for retail sales differs from private placements for institutional clients. In the former case, a tax advisor can calculate the key figures for the fund.

Only after this rigorous analysis is it possible to develop an individual marketing concept that 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