



Alternative Investments: Platform Design Consulting Services

AK Advisory Partners assists sponsor firms (broker/dealer, bank, insurance) in developing the necessary infrastructure to offer alternative investments (both public and private offerings). AK Advisory Partners also helps sponsors who currently offer alternative investments evaluate their platforms for compliance and efficiency.

The specialized nature of alternatives and the current regulatory scrutiny surrounding them makes it vitally important that sponsors have a well-developed and compliant platform in place. Advisors offering alternatives must have the appropriate prerequisite training and clients given complete and comprehensive information prior to making any investment decisions.

From the sponsor's perspective, it is not only important that all of these tasks are undertaken, but also that the process is documented properly and updated regularly as regulations evolve.

Firms entering the business for the first time must also decide how they wish to price available products, as often times there is pricing flexibility at the sponsor level. They must also decide whether to offer these investments in advisory or non-advisory accounts, or both.

In addition, firms must decide the educational requirements they deem necessary for their advisors to qualify to sell alternatives and whether they want their internal qualification standards – for both advisors and clients – to



be more stringent than required; on account of regulatory scrutiny, many sponsors have decided to impose additional restrictions to further protect themselves. Finally, firms must assure that the quality of their due diligence staff and process is adequate to meet the unique demands of alternative investments research.

AK Advisory Partners offers its alternative investments consulting services in a number of different ways. We offer customized solutions depending on the unique circumstances of each sponsor on either a project or retainer basis.

We review existing platforms and make recommendations for improvement, or can help develop a platform from the ground up. In addition, we offer the creations of individual documents on an as needed basis.



The catalogue of customizable documents that we offer includes:

- 1) Policies and Procedures
 - a. Firm-Wide
 - i. Compliance
 - ii. Operations
 1. General
 2. Fund-Specific
 - b. Alternative Investments/Wealth Management Department
 - i. Account Approval Procedures
 - ii. Account Approval Checklist
 - iii. Fund Materials Distribution/Tracking Policy
 - iv. Internal Marketing Materials Distribution/Tracking Policy
- 2) Qualification Forms
 - a. Client Prequalification (Investment-Specific)
 - b. Advisor Attestation (Client-Specific)
- 3) Reference Guides
 - a. Account Opening and Approval Process
 - i. Operations
 - ii. Alternative Investments/Wealth Management Department
 - b. Advisor Guide to Alternative Investments
- 4) Due Diligence
 - a. Due Diligence Policy
 - b. Due Diligence Questionnaire

AK Advisory Partners is a consultancy to the financial services industry, providing advice and training to firms and individuals in the fee-based, investment management and wealth management areas.

Our Principals have gained in-depth knowledge of the banking, brokerage and investment management businesses during their successful careers and varied roles at preeminent small, midsize and large companies. They have developed an adaptable mix of mentoring, problem-solving and communication skills and a strong network of industry contacts and resources. They also have reputations for decisiveness, honesty and fairness.

AK Advisory Partners LLC is committed to listening to our clients' needs and collaborating to help meet their stated objectives. Our credibility rests on open and honest communication at all times and on delivering the unparalleled service that our clients expect and deserve.

Please give me a call to discuss how we can partner for success.

**Andy Klausner, Founder and Principal
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