



## ***Making a Case for Emerging Managers***

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**The Bad News** – There are no silver bullets to help you get into searches.

**The Good News** – Consultant's are more receptive to less-traditional managers given today's "New Paradigm," as they look for ways to add value – a shorter track record and fewer AUM may not hurt emerging managers as much as in the past.

### **Getting in the search:**

- Develop a differentiation strategy
  - How are we unique?
  - How do we articulate this uniqueness?
  - How do we demonstrate that our organization, people and process are solid?
  
- Develop relationship with Consultant
  - Communicate – be politely persistent
  - Educate
    - Where do we fit?
    - What are the risks?
    - How do we minimize them?
  
- Gain Trust
  - Own Your Mistakes
  - Have a consistent vision
  
- No surprise