



## Who owns what

Ownership information for mutual fund sales and marketing professionals

### Effective sales meetings.

Identification of prospects that follow a specific investment strategy has never been so straightforward.

### Opportunity discovery, presales homework.

Get spot-on views of your clients' portfolios and underlying mutual funds.

### Up-to-date competitive intelligence.

Planning a campaign to displace a competitor product? Two clicks needed to identify holders of a given underlying fund.

## Transform your sales team with the solution defined and developed for asset managers

InstitutionalFundSales is the online service that enhances commercial team's productivity at fund management firms by providing underlying 3rd party fund holding information at a client, portfolio, category or competitor level.

Spend time with your clients rather than doing cumbersome data related activities. InstitutionalFundSales does that for you so you are more efficient and reach target AUM quota.

European and LatAm coverage. We seek to cover any portfolio with third party funds. You will have actionable up-to-date information on any publicly available instrument investing in mutual funds (investment funds, fund of funds, pension funds and private portfolios which invest in mutual funds).

InstitutionalFundSales Consulting can provide critical assistance along the sales cycle, from preregistration, to fund- range optimization. Target firm and competitive landscape analyses by country of domicile, asset type, and category are available for fund of funds, pension funds and private portfolios.

Institutional Fund Sales provides mutual fund ownership information via InstitutionalFundSales online service, data-feeds, and dedicated ad-hoc reports as per your specific requirements.

You better trust reliable holdings data than guessings. InstitutionalFundSales, where tactic meets strategy.

Visit our web [www.institutionalfundsales.com](http://www.institutionalfundsales.com) / [support@institutionalfundsales.com](mailto:support@institutionalfundsales.com)

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