



Private Market Fundraising: World-class Techniques for Raising Private Equity, Debt, Real Estate and Infrastructure Funds

By Kevin K. Albert

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World-class fundraising techniques for private equity, debt, real estate and infrastructure funds. What will it take to get to a first close; a final close? What can you do if you can't get to any close? Private Market Fundraising will tell you. This new publication from Private Equity International is a comprehensive guide for fund managers looking to raise blind-pool, closed-end private equity, debt, real estate and infrastructure funds. Edited by Kevin K. Albert of Pantheon, this guide brings together some of the most successful fundraisers to provide you with strategies, insights and advice on all aspects of the fundraising process. Private Market Fundraising is a collection of chapters written by some of the most successful fundraisers and leading LPs today, including: Bob Brown and Andy Lund of Advent International on the evolution of the market and what firms will need to do to thrive. Susannah Carrier of Silver Lake on pre-marketing to new investors. Jessica Hoffman Brennan of The Carlyle Group on using annual meetings, co-investments and secondary opportunities. Tanya Carmichael of OTPP and Jennifer Morais of CPPIB, on behalf of ILPA, on best practices in existing client services. Sonny Kalsi and Julie Wong of GreenOak Real Estate on raising a first-time fund. Wen Tan of FLAG Squadron Asia on how Asian GPs should properly position themselves for a successful fundraise. Find out how to run an effective fundraising campaign: How will this publication help you? Acquire insight into how LPs are viewing the fundraising environment and how they are approaching portfolio construction. Optimise your firm's preparation with detailed timelines and plans. Take full advantage of 'non-marketing' situations for marketing. Familiarise yourself on how to work with placement agents for an optimal campaign and with gatekeepers to get your foot in the door. Nail that all important face-to-face presentation. Efficiently structure your fund for a new breed of investors.

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