

Fund Administration Value Proposition

Balancing Experience, Relationships, and Price

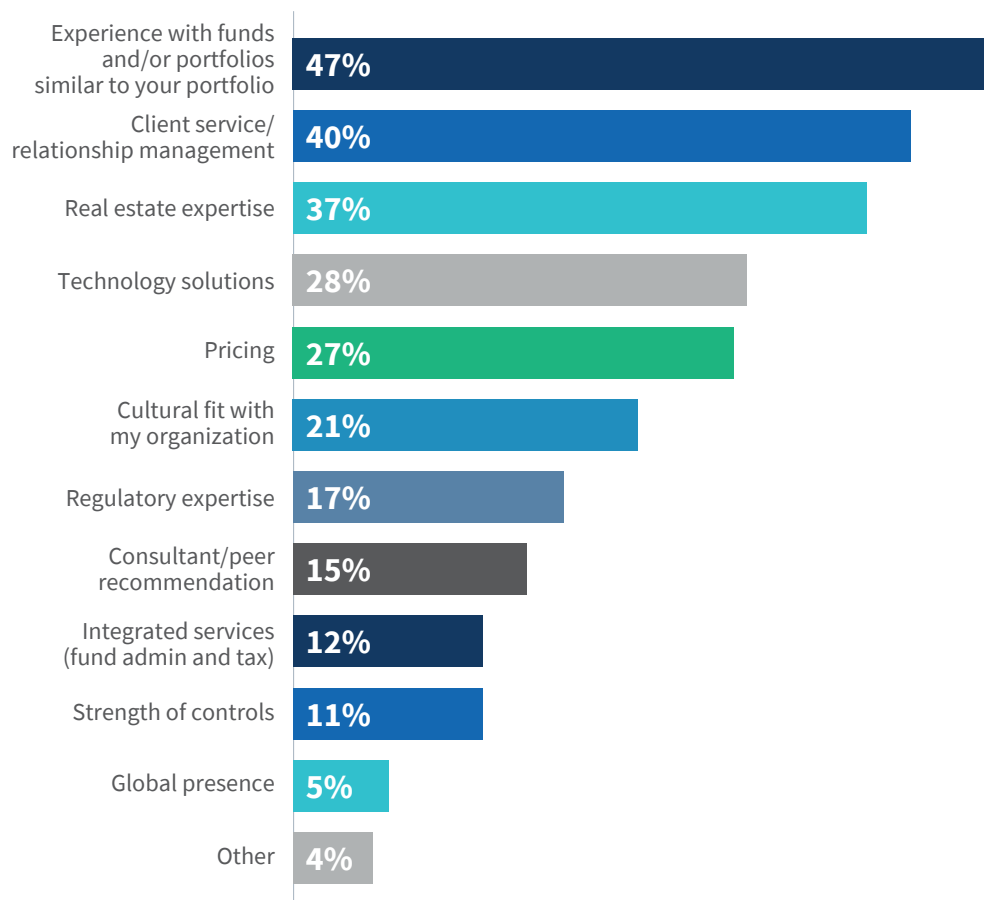
Real estate fund managers that currently outsource prioritize experience and relationships over price, recognizing that cost does not drive the most value in a strong partnership. Yet, price is the most important factor for fund managers that do not outsource.



Fund Managers that already outsource understand that quality and relevant experience is most important

Ideal outsourcing partners have experience with similar investment portfolios and possess real estate expertise. They also excel at building relationships and servicing their clients.

Fund managers that already outsource highlighted the following selection criteria as the most important:

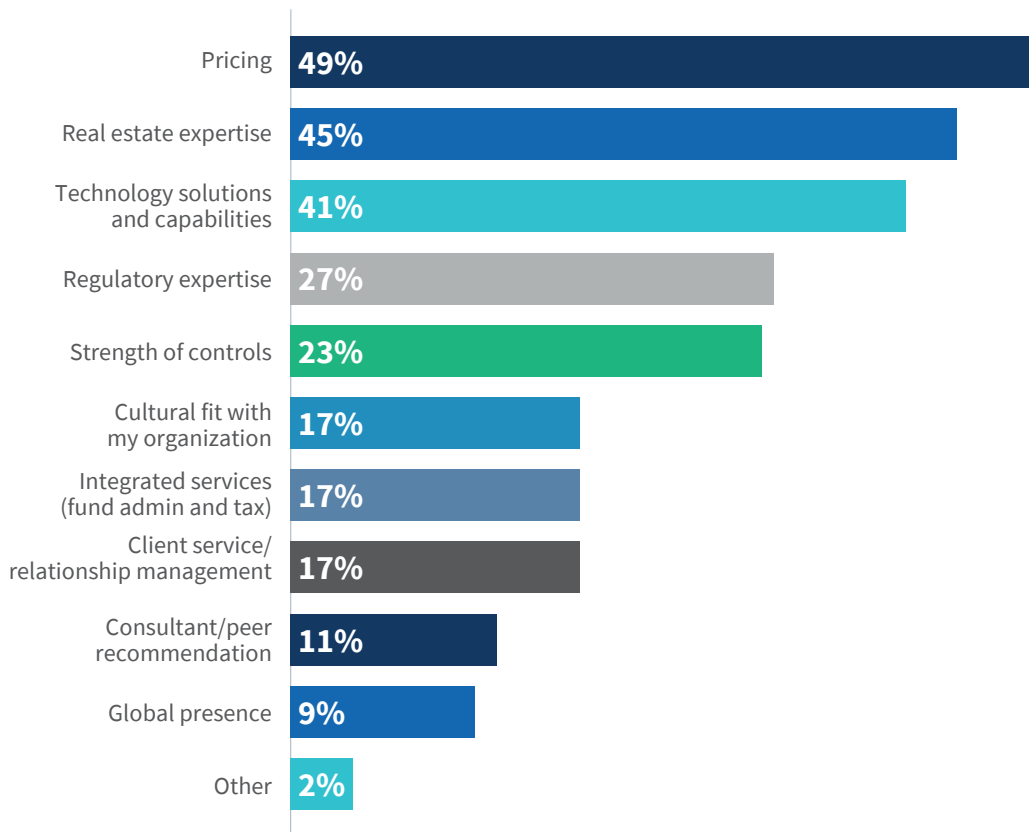




Fund Managers that have not yet outsourced focus on cost savings

Insufficient cost savings and the inability to find the right partner are the biggest barriers to outsourcing by those that have not yet outsourced. These factors are not the same top priorities for Fund Managers that have already outsourced.

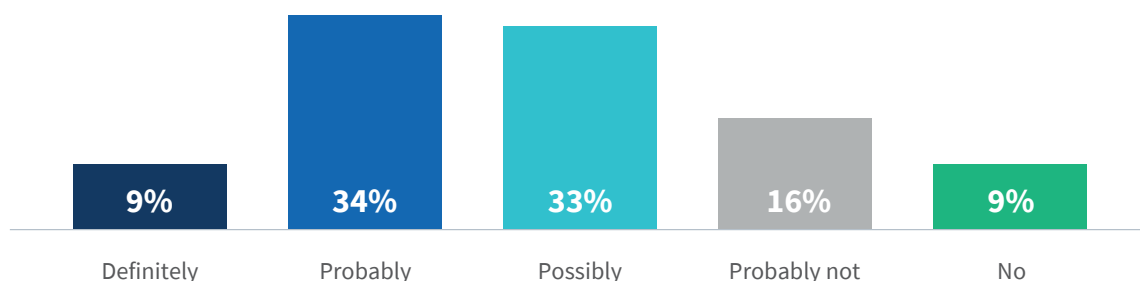
Fund managers that have not yet outsourced highlighted the following selection criteria as the most important:



Fund Managers haven't found the right partner yet, despite being willing to pay for the right experience

Despite being sensitive to price, the vast majority of real estate managers would consider paying a premium for customized services and technology.

When asked whether managers would consider paying a premium for customized services and technologies, responses were as follows:

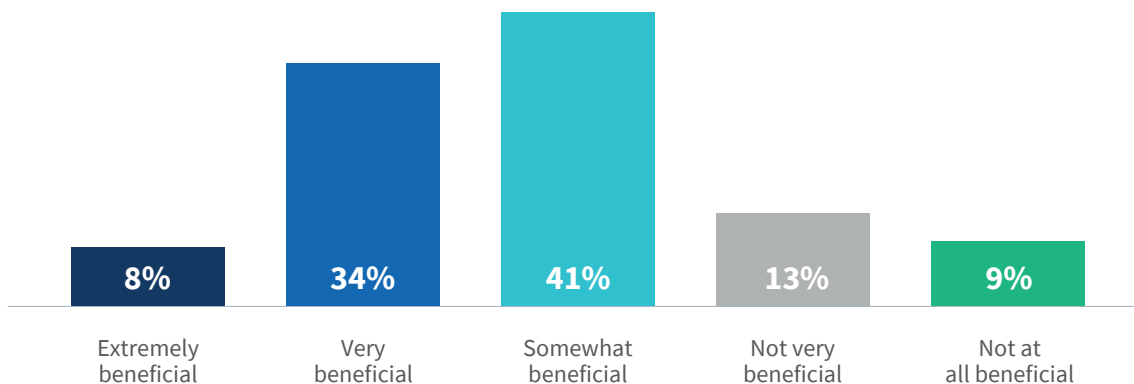




Fund Managers see the benefit of integrated tax and fund administration services

The efficiency and heightened partnership gained by having integrated tax preparation & filing and fund administration at the same firm is significant, so it makes sense that real estate managers want this model.

When asked whether tax preparation & filing were an important combination of capabilities within a fund administrator, responses were as follows:



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Survey methodology: Wealth Management Real Estate surveyed active subscribers between February 5, 2021 and March 4, 2021, including those in private or nontraded REITs, pension funds, institutional investors/asset managers, sovereign wealth funds, real estate investment managers, private real estate investors/syndicators, real estate limited partnerships.

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