



Alternative
Insight

PERE

The essential fundraising tool

CONNECT



HELPING YOU ACCESS CAPITAL

www.pereconnect.com

PERE Connect is a unique integrated news and data service that tracks institutional investment into private real estate funds worldwide.

Combining a comprehensive database containing over 2,000 investor profiles and 1,000 fund managers, with up-to-the-minute news and analysis on industry developments, **PERE Connect** contains all the essential intelligence you need on your potential investment pool in a convenient online portal.

Privileged access to investors

Alongside the largest team of dedicated private equity real estate journalists in the world, our team of researchers in London, New York and Singapore are in constant contact with thousands of investors across the globe to track commitments to and appetite for private real estate investment.

The credibility we have in the industry allows us to personally verify our information with the firms concerned. Our customers rely on us to leverage these relationships to ensure they have the very latest intelligence from their target investors.

Get the whole picture

You need to know everything about a potential investor, not just the facts and figures. That is why we enhance our investor profiles with relevant editorial content from **PERE** magazine.

Each profile is dynamically linked with news and analysis from **PERE**, the world's leading source of private real estate insight. This allows you to see not only where an investor has allocated funds in the past and their future appetite, but also actual market activity as it happens.

One convenient intelligence portal

PERE Connect reduces the number of places you need to go for critical private real estate intelligence.

By bringing investor and fund manager profiles, along with relevant editorial content, into one convenient online source, our dedicated team has done the research for you, saving you valuable time and effort and leading you direct to the relevant contacts at the right investors.

Dedicated customer service

With **PERE Connect** you have a direct line into a highly responsive research team who are on hand to help you find the information you need. The team can assist you to run complex searches, seek additional information or equip you with the reports you need for crucial investor meetings. Your dedicated Account Manager will ensure you're receiving the service you need.



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PERE Connect will support you at all stages of the fundraising process.

Pre-Marketing

Analyse global private real estate fundraising trends and segment LPs according to geographic or fund type appetite, assets under management or previous investment history. Identify potential new investors and gaps in the market so you can better position your next fund.

Marketing

Track commitments to funds managed by hundreds of GPs and compare these commitments with stated future appetite to pinpoint the investors who are right for your type of fund.

Fundraising

Target only the relevant people at the right investors through the contact details provided. Contact the dedicated data research team in advance of hitting the road, and we will ensure you have the very latest intelligence direct from the investors themselves.

Investor Relations

Receive update alerts on any of your preferred investor profiles so you have the intelligence as soon as it comes in. You can also store personal notes under chosen profiles, accessible via your username and password, so **PERE Connect** holds all your valuable information in one secure place.

How PERE Connect works

All news and data is fully searchable, enabling you to profile effortlessly across a range of criteria including region, strategy or fund type, and then drill down to export key contact details for your selected audience.

PERE Connect profiles include:

- Allocation breakdown by type, geography and sector
- Investment appetite by type, geography and sector
- Fund commitments
- Relevant background information
- The latest news and analysis relating to the investor or fund
- Contact details

PERE Connect has a fast and intuitive interface, which:

- Allows you to export data easily into Excel or PDF format
- Is Smart Phone compatible
- Provides flexible search terms so you can customise the data to suit your purposes
- Allows you to instantly connect with our proactive research team to request more information as required

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Who is PERE Connect for?

Designed for GPs, fund of funds, placement agents, third party providers and advisers, this is an essential tool for all those involved in pre-marketing, marketing, fundraising, investor relations and related business development activities.

FREE 7-DAY TRIAL

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www.pereconnect.com

Contact us to discuss how PERE Connect can work for your firm:

Adrian Przyborowski in London
+44 (0)20 7566 5476
adrian.p@peimedia.com

Neil Golub in New York
+1 212 937 0384
neil.g@peimedia.com

ABOUT PERE

Positioned at the heart of the alternative asset class of private real estate, **PERE** is trusted to provide authoritative coverage the world over. We equip you with the numbers, the knowledge and the network to think and to act. To us, it's much more than providing content: it's about delivering information that makes a difference.

PERE: for the world's private real estate markets.



Also available

www.privateequityconnect.com



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