

Strategy. Integration. Execution.

DistributionNOWSM

There's no "one-size-fits-all" solution for fund distribution.

Where are you and where do you want to be? Planning isn't a luxury, it's just smart. And, working the plan allows you to take full advantage of opportunistic events. Being accepted on a platform doesn't guarantee assets. Successful distribution lies in ensuring those advisors know you, know your people and know your products. SunStar can help you integrate your PR, Web, email, print and wholesaling strategies to use your marketing dollars to your best advantage.

DistributionNOW helps you:

Retain and attract advisors
Strengthen distribution
Build your brand

Communicate cost-effectively and in a timely manner
Nurture relationships
Focus on proactive, consistent messaging

Ongoing Story Development: What is your corporate story? Fund story? Have you articulated your investment process? Key themes? Sector strategy? Top stocks? Do people know the good decisions you've made? This is your story, and we can help you, and everyone in your firm, articulate it.

Credible News Generation: Third-party endorsed news coverage in national business publications adds credibility that can't be bought. SunStar will have you talking with top journalists every month, building relationships and earning press coverage.

Web Technology Savvy: Enhance your existing Web site with a Press Room that features reprints and a Home Page that showcases your latest press coverage to add immediate authority. SunStar's design group can work with you on content, design and programming for a new or enhanced Web site. Integrate your fund site with your corporate site to provide timely information and minimize compliance/FINRA review delays. Our industry-experienced staff understands regulatory issues and can take a project from concept to approval.

Consistent Communications: We have the financial industry experience and capabilities necessary to develop content-rich, professionally-designed materials. Consider Web posting and archiving your thoughts about the market and regularly hosting conference calls or Webinars for advisors — we'll handle the logistics. Drive advisors to new content via monthly email newsletters and post cards. SunStar's comprehensive DistributionNOW program is designed to provide you with a virtual marketing staff or complement your personnel to help you more effectively execute your program.

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SunStar

One of Inc. Magazine's
5,000 fastest growing private
companies in America in 2007
and 2008.