



## Does Your Firm Stand Out from the Crowd?

SunStar helps more than 25 fund companies and asset managers address the challenges of:

- Stagnant AUM growth, slow sales process, and few new leads
- Little attention from research groups and platforms
- Inability to differentiate your story from other firms
- Limited brand awareness and visibility
- Minimal credibility when marketing at advisor meetings, exhibit booths and Web sites because of few or stale third-party endorsements
- Lack of new reasons for sales teams to contact clients
- Less media attention and recognition than the competition
- No structured process to make the next feature article happen or leverage reprints

We work with retail and institutional investment managers and mutual fund firms to attract investors, strengthen distribution and build brands through structured news generation programs and smart marketing. We know the industry and the reporters who cover it. We also understand the often challenging legal, regulatory and compliance issues facing clients.

### SunStar Programs Include:

- Story development that differentiates your overlooked firm, undiscovered fund or unique investment process so it stands out from the competition
- Positive news coverage designed to attract and retain investors in a structured and proactive way. We persuade journalists from top-tier publications such as Business Week, Wall Street Journal, New York Times, Financial Planning, and CNBC that your story is news worthy. When they are interested, we arrange interviews for you to be conducted via phone and in-person, and follow-through with the reporter to ensure maximum coverage and strong reporter relationships
- Media interview training to ensure your portfolio managers stay focused on your firm's message, keep answers appropriate in length, and understand the interview process



- Reprint distribution to key audiences to add credibility and third-party endorsements to your other sales and marketing efforts such as to support your wholesaler and Website
- Multimedia commentaries to communicate your portfolio manager's investment philosophy and view on the market on a regular basis

Over 90 percent of our clients have been referred to us from clients, back office firms, other industry marketing consulting firms, and fund supermarkets.

## Investment Industry Experts

SunStar executives are frequent expert sources for the The Wall Street Journal, Investment News, and Ignites.com and presenters at industry conferences such as NICSA, Mutual Fund Education Alliance, IBC USA, Financial Research Associates, IIR Conferences, US Bancorp Fund Services, Federated Investments and FRC's MarkeTrends Conference. Our senior account executives are experienced, with advanced business degrees and financial licenses.

To learn more, contact Dan Sondhelm, partner, at 703.894.1046 or [dsondhelm@isunstar.com](mailto:dsondhelm@isunstar.com).



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**Find more about smart marketing and  
successful public relations campaigns in our blog:  
[FundFactor.net](http://FundFactor.net)**