

Fifth Wall

Founded in 2016, Fifth Wall is a Los Angeles, California-based venture capital firm focused on technology for the global real estate industry. With approximately \$3.2 billion in assets under management, Fifth Wall connects many of the world's largest owners and operators of real estate with entrepreneurs worldwide. Backed by a global network of 100+ strategic partners (LPs) from 15+ countries, Fifth Wall believes this consortium model plays an important role in assembling the industry's largest players to fund the climate technology solutions critical to its future. Not only do real estate corporations invest in Fifth Wall for returns,

but also for the strategic value technology companies provide. As a result, Fifth Wall has structured partnerships, distribution deals and contracts that have rapidly sped up the growth of its portfolio companies. This often results in transformational investments and collaborations with promising companies. The team at Fifth Wall focuses on LP fundraising initiatives, strategic partnerships and capital markets, and increases value for its partners by providing access to innovative technologies, strategic insights into emerging trends and the scalability of its network.

Venture Capital | Technology

Their Challenge

Prior to leveraging FINTRX, Fifth Wall used traditional databases such as *Preqin* or *S&P MMI* to identify potential investors. In utilizing these resources, New and his team quickly ran into several obstacles when it came to identifying suitable leads and finding updated information on past investment strategies implemented.

Our contact at Fifth Wall explained, *"We were interested in getting differentiated access to investor contacts that fell outside of more traditional databases like Preqin or S&P MMI - our operating assumption was that there were plenty of investors that would have an interest in our platform, but their contact info and information about their investment approaches weren't as easy to find..."*

This lack of information made it difficult and cumbersome to map the alternative wealth landscape, let alone set forth an investment plan. Fifth Wall ultimately found its fundraising efforts to be generic and not nearly as effective as they had hoped.

Fifth Wall turned to the FINTRX Family Office & Registered Investment Advisor (RIA) solution to gain credible insights and access to 3,800+ family offices, 740,000+ investment advisors and the tools necessary for productive and humanized outreach.

The Outcome

Given our historical access to the family office and RIA markets, Fifth Wall turned to the FINTRX Data & Research Platform to identify, map and segment into the private wealth landscape. *"FINTRX presented a unique value proposition focused explicitly on family offices and RIAs, and given historical success with that segment of the market, it felt like a great fit for our fundraising efforts."*

"FINTRX is indisputably the most robust data platform for these kinds of private wealth contacts, and we've been able to dramatically accelerate our scale of outreach. Fundraising requires volume, and FINTRX has enabled us to find interested investors at scale."

With access to 375+ search filters, FINTRX filters out suitable investors, provides investment history and identifies contacts with the most potential, among numerous other prospecting tools. *"FINTRX has enabled us to develop a scalable, repeatable, data-driven process for outreach to new investors and to find net-new LP targets that would ultimately choose to invest with Fifth Wall across our various products."*

FINTRX has reshaped Fifth Walls' entire investment strategy, dramatically speeding up the scale of their outreach. Plus, our actionable notifications and news alerts help keep the Fifth Wall team up to date at all times.

"FINTRX is our secret weapon that provides our team with the most robust data and insights on over 850,000+ family office and investment advisor records. I'm almost hesitant to provide an endorsement because I don't want any other capital raisers to have access to the wealth of information I now have access to - and I strongly endorse the product."





About FINTRX

FINTRX offers comprehensive private wealth data intelligence on Family Offices and Registered Investment Advisors (RIA's). Our data ensures you have access to current and accurate information - driving more meetings and increasing efficiency for your business.

FINTRX provides comprehensive data intelligence on **850,000+** family office & investment advisor records, each designed to help you identify, access, and map the private wealth ecosystem. Explore in-depth dossiers on each family office & investment advisor. Access AUM, source of wealth, investment criteria, previous investment history, sectors & industries of interest and advisor growth signals, among other key data points.

Additionally, FINTRX provides insight and expansive contact information on **850,000+** decision-makers, featuring job titles, direct email addresses, phone numbers, common connections, alma maters, past employment history, brief bios & much more.

Industry-leading financial firms leverage our powerful algorithms and expansive research team to better access the complex and rapidly changing private wealth ecosystem.

Using automation, artificial intelligence and our expansive research team, we put real-time data in your hands to ensure successful outcomes.

For further insight on how FINTRX can streamline your capital raising efforts, request a free trial below.

Schedule Demo



Platform Features



Raise Capital

Identify family offices & Registered Investment Advisors that align with your fundraising goals



Unlock Your Network

Our algorithms uncover your hidden networking opportunities, driving greater rapport and warm conversations



Enrich Your Data

Our enrichment technology ensures you are armed with the most accurate data intelligence available



Market Intelligence

Monitor new hires, new capital formation, recent investments, investment interests, and much more