

## Foxfield

Foxfield is a leading real estate investment firm based in Boston. Since 2011, Foxfield has been a recognized visionary in real estate investing, providing its clients with a strategic point of view backed by solid leadership.

## Commercial Real Estate Development

The firm leverages proprietary market relationships and actively seeks out exceptional real estate opportunities based on the tenured market opinion, deep synergies of expertise, and balanced perspectives of its senior management team.

### Challenges

Prior to leveraging FINTRX, Novaya Real Estate Ventures took a passive approach to the Family Office ecosystem, relying on personal introductions to stimulate organic growth. As an experienced Commercial Real Estate Firm, Novaya turned to FINTRX to help shift their strategy to an active approach in the hope of building stronger, more impactful relationships with family office investors. Given the challenges associated with targeting the private wealth market, Shawn Hawthorne of Novaya explains this challenge.

*"If I look historically, Novaya's family office network has always been based on human introduction which is an organic growth model, and it works, but it's slow. When we adopted FINTRX, and again it's really that active effort, we actively wanted to reach out, something that we simply just didn't do prior to using FINTRX."*

### Results

The Novaya team leverages our dataset of over 3,150+ family offices, 38,500+ registered investment advisory firms, and 750,000 registered reps on a daily basis.

As a multi-data-subscription customer of FINTRX, Novaya continues to strengthen its network while uncovering actionable intelligence and driving long-term connections through warm conversation starters and other useful tools to efficiently target the alternative wealth landscape.



*"FINTRX has transitioned our approach with technology, enabling us to cultivate a new level of relationships both in the Investment Advisor and Family Office markets. We've leveraged the deep dive intelligence of FINTRX to expand our spider web of connections and grow cold relationships into robust long term conversations."*

**Shawn Hawthorne,**

*Portfolio Manager & Principal of  
Investor Relations, Foxfield*

