

## Rowe Capital Partners

### *Alternative Asset Placement*

Founded in 2001, Rowe Capital Partners is a global placement agent, focusing on an array of alternative investment strategies. The firm also provides deep-dive strategic advice and asset management services

to alternative investors. Headquartered in Boulder City, Nevada, Rowe Capital Partners places emphasis on private equity and venture capital industries.

## CHALLENGES

The number of global family offices continues exponentially increase, both in assets under management and number of offices. As more asset raising professionals turn towards alternative investments, there is an ever-expanding ecosystem of investors, many of which, who are often opaque in nature. The arduous task of identifying accurate and relevant family office information, while also keeping up with new family offices being established, was a considerable pain-point for Rowe Capital Partners.

Since their initial FINTRX adoption, Rowe Capital Partners has seen a significant improvement and uptick in their family office prospecting efforts, citing reduced time to identify potential targets and accurate information.

Upon speaking with Jim Rowe, *Principal at Rowe Capital Partners and multi-year FINTRX seat holder*, Jim outlined his main reasons for choosing the FINTRX platform.



*"FINTRX is outstanding and very educational as the family office sector is quickly evolving."*

**Jim Rowe**

*Principal,  
Rowe Capital Partners*

When prospecting into the family office ecosystem, they found it, *"difficult to identify family offices and accurate contact information"* making it virtually impossible to create sustained relationships with investors. In order to distinguish specific family offices best suited for their particular use-case, it took extensive time and research, and in the end, they often found themselves with outdated or unreliable information.

Rather than continuing to spend their hard-earned time scraping the internet for credible information, Rowe Capital Partners turned to the FINTRX family office data platform. Because the FINTRX research team is constantly expanding and updating all investor information, Rowe felt it to be an excellent solution to their previously expressed pain-points.

## RESULTS

Today, Rowe Capital Partners is successfully utilizing our vast dataset of nearly **3,000** family offices and over **11,000+** contacts to efficiently, *"identify family office areas of interest and allocation preferences."* In working with the FINTRX team to create a customized workflow within the platform, Rowe Capital can now properly focus their time and efforts on building a family office network with confidence.

