

NewSpring Capital

Private Equity

Founded in 1999, [NewSpring Capital](#) is a Radnor, PA-based private equity firm with over 3B+ in assets under management. NewSpring partners with the innovators, makers and operators of high-performing companies in dynamic industries to catalyze new growth. The firm's investment size ranges from \$5M to \$30M, and it typically takes a minority ownership

stake in the companies it invests in. NewSpring Capital also provides operational and strategic support to its portfolio companies through its team of experienced investment professionals and industry experts. The firm has a successful track record of helping its portfolio companies achieve significant growth and profitability.

Their Challenge

Prior to joining the [FINTRX](#) client base, NewSpring Capital found a gaping hole when it came to accessing detailed and actionable information on family offices.

With increased pressure to pursue family office LPs for fund investments and co-investments, Michael Davis needed access to a dedicated database with accurate and comprehensive coverage of the family office landscape.

Family offices have increasingly become a prioritized investor class for the fundraising efforts of NewSpring's team. From this emerged a challenge, as Davis explains the space to be *"difficult to canvas broadly due to the lack of information available on private family offices and its highly fragmented nature."*

Davis and his team ultimately needed a resource to identify family offices that align with NewSpring's investment strategies, and furthermore, increase the number of conversations and relationships with suitable family office investors.



"FINTRX has allowed us to tap into the family office channel across our multiple strategies in a way we have not been able to do until now. We have more than doubled our touchpoints with family offices across the United States since using FINTRX."

Michael Davis,
Fundraising, NewSpring Capital



The Outcome

Davis and his team utilize the dataset of 3,600+ family offices and 19,000+ family office professionals on a weekly basis. Michael reflects on NewSpring's family office coverage prior to joining the FINTRX client base, *"Before FINTRX, we used other investor databases that were not specifically focused on family offices and have found FINTRX to provide better and more detailed information."*

The dozens of granular search parameters and thorough coverage of the space have made FINTRX *"extremely useful for NewSpring's fundraising efforts across our multiple strategies."* As a multi-year customer, NewSpring Capital continues to leverage the full suite of FINTRX solutions at scale to turbo charge their family office access.



CHALLENGES

- Lack of detailed and actionable information on family offices around the globe
- Insufficient outreach methods to family office LPs
- Limited tools resulted in an unorganized and unproductive prospecting process

SOLUTIONS

- Comprehensive profiles of 3,600+ family offices worldwide - updated daily
- A centralized platform with all of the CRM tools needed to easily prospect family office decision makers
- Dozens of granular search parameters and thorough coverage of the family office space

BENEFITS

- All-in-one team-based solution offering accurate and actionable family office intel
- Ability to scale and expand their business by coordinating multiple needs in one platform
- Access to 19,000+ family office contacts who allocate to the alternative wealth space and private capital markets