

## Ultimus Panel Reveals Key Insights for Building a Registered Fund Distribution Plan

Extensive knowledge on navigating platforms and taking a consultative approach highly valued by audience

**CINCINNATI, OHIO**—June 10, 2019—[Ultimus Fund Solutions®](#) (Ultimus®) today shares insights from a recent poll conducted during a webinar panel conversation focused on fund distribution. The webinar, “*Tools for Building a Distribution Strategy*,” was moderated by Alma Piscitello, EVP Relationship Management, and featured Kevin Guerette, Head of Distribution Strategies.

The interactive event included senior registered fund managers, who were encouraged to share their distribution challenges. When asked (via a poll during the discussion), participants noted that a desire for increased platform opportunities, and the subject matter knowledge to navigate distributor channels, were their top interests. Next, they designated marketing/messaging/PR as an area of significant interest, followed by ways to outsource their sales function, integrated prospecting technology, and ways to obtain additional exposure at distribution conferences.

Guerette commented, “The distribution landscape can be challenging to navigate and take advantage of because of its complexity and constant evolution. Having access to enhanced services and resources, via a consultative approach, may benefit fund managers to map out a strategic plan for their growth.”

Piscitello added, “It was validating that market participants wanted deeper insights into industry trends like share classes, fund flows, and asset classes, as our tool set for fund managers includes this type of information. Unlike firms that do more than fund administration, we are singularly focused on administration, delivering a high-touch experience which helps managers navigate their regulatory, sales, and marketing challenges to facilitate their growth.”

Want to learn more about how Ultimus can help you navigate your distribution challenges? Contact Us: [HERE](#)

### About Ultimus

Ultimus Fund Solutions provides a highly customized and comprehensive suite of fund administration services for investment advisers. Our high-quality services include integrated solutions that support the launching and servicing of mutual funds, hedge funds, ETFs, private equity funds, real estate funds, venture capital funds, variable annuity trusts, state-sponsored 529 plans plus the unique needs of pensions, endowments, and foundations.

Our offering comes with a deep commitment to excellence, achieved through investments in both talent and technology, with constant focus on maintaining our consultative approach and boutique service culture. Ultimus stands out as an award-winning, trusted business partner by helping investment advisers and fund families navigate and flourish in today’s increasingly sophisticated and dynamic industry landscape. Ultimus’ comprehensive service solutions are provided by seasoned teams of professionals with a wealth of financial services experience. For more information, visit [www.ultimusfundsolutions.com](http://www.ultimusfundsolutions.com).