



# CAIRN

INVESTMENT  
PERFORMANCE  
CONSULTING



## About Us

Cairn Investment Performance Consulting provides a variety of customized services to investment advisers in the areas of performance measurement and GIPS® compliance. With our extensive experience and our hands-on approach, we offer the most efficient and reliable resources available to meet your consulting, outsourcing, and training needs.

## Outsourcing

Time is money. When you consider the time spent hiring, training, and managing an employee for a particular responsibility or project, the cost of that employee is a lot more than just the compensation package. Not to mention you run the risk of not hiring the *right* person for the job.

Our performance measurement and GIPS services are customized for the resources the client needs the most. With our extensive experience, we get the job done efficiently, with minimal time commitment from the client. We also get it right, the *first* time.

## Data Distribution & Marketing Support

Rather than using a full-time employee, Cairn IPC offers Data Distribution & Marketing Support for your marketing campaigns. Outsourcing a component of your quarter-end process leaves you free to spend time managing assets and building your business, rather than managing operations.

Our services streamline the costly and time consuming process of providing firm and product information to investment management consultants and third-party manager search databases. The timely provision of this information is essential to secure new assets and to service existing clients.

Our services includes the registration and maintenance of your firm and product profiles to any of the consultant and third-party databases.

## Beginning

-to-

## End

## Services

- *Back Office Support*
- *Experience with Advent® Software and Schwab PortfolioCenter®*
- *Performance Measurement*
- *Client Reporting*
- *Composite Construction*
- *GIPS® Compliance*
- *Advanced Analytics*
- *eVestment Peer Group Comparisons*
- *Data Distribution & Marketing Support*

## What is the Cost?

We offer a quarterly campaign for each of your profiles (a profile is one strategy presented to one consultant or third-party database) for a fee of \$400 per year. In addition, there is a one-time set up fee of \$1,500 which is due with the first invoice. Additional products and databases may be added at any time according to the flat rate of \$400 per year.

## What is Included?

Data Distribution and Marketing Support service includes database consultation, team training, registration and maintenance of your firm and product profiles, customized workbooks for data entry, a missing data audit, and a dedicated Product Manager.

## Data Elements

- Firm Overview
- Personnel Biographies
- Product Descriptions
- Composite Performance
- GIPS® Compliant Presentations
- AUM
- Top Clients and Account Turnover
- Representative Holdings
- Portfolio Characteristics
- Asset Allocation
- Fee Schedule

## *What's a Cairn?*

Rock cairns are used throughout the world to serve as reliable and steadfast trailmarkers that can withstand the tests of time and the elements. Cairn IPC was formed to assist investment managers with expert guidance and resources in the areas of GIPS® compliance, performance measurement, investment analytics, and performance training. Like our namesake, we strive to be a strong and reliable partner in helping our clients reach their destinations, when the path forward may seem uncertain.



## Beginning-to-End Services are available 'a la carte' to fit your needs

Our Data Distribution & Marketing Support is the grand finale of your performance reporting process. We differentiate ourselves from other providers by taking responsibility for your entire performance reporting process. We will manage your data through any level of reporting that is required: Client Reporting, Composite Construction, GIPS Compliance, Advanced Analytics, Peer Group Comparisons, Data Distribution & Marketing Support. Our comprehensive services fit together like an assembly line with the focus on quality control to produce impeccable results. Any of our services are also available individually, and we are able to add-value at any step of the process. We understand the scope of your needs, as our team has experience at all of the industry roles: Investment Management; GIPS Verification; Custodian Bank; Peer Group Provider.

*Time-tested experience · Rock-solid reliability*