

Hedge Fund Marketing Alliance Launches New Industry Resource

Hedge fund marketing professionals now have a new source for information on strategies for raising capital and building stronger investor relationships. The site includes a list of hedge fund databases for potential investors to research.

June 2, 2010 (FPRC) -- SAN DIEGO, CA -- The Hedge Fund Marketing Alliance has announced the launch of its brand new website that provides industry professionals with strategies for raising capital and building stronger investor relationships. The site is much more reader friendly and provides numerous resources for investors, fund managers and marketers, including a list of hedge fund databases.

The site helps both investors and fund professionals understand the changes that are occurring with hedge funds through governmental regulations, including fee structure changes and information that was included in the recent Financial Reform Bill.

"We are in the midst of unprecedented industry changes. As we watch what is unfolding, Hedge Fund Marketing Alliance will continue to report their impact on hedge fund marketing practices," said David Kochanek, publisher of the Hedge Fund Marketing Alliance website.

In addition to reporting on industry changes, Hedge Fund Marketing Alliance provides information about third party marketers, institutional investor databases and hedge fund lists.

Readers can also get access to a free copy of the Hedge Fund Cheat Sheet TM (a \$19.00 value). The cheat sheet was originally published in 2002, and has been updated for 2010. Using the Cheat Sheet, people are able to quickly learn the basics about hedge funds such as: what a hedge fund is, why people invest in them, the difference between hedge funds and mutual funds and more.

Although Hedge Fund Marketing Alliance does not provide investment advice, the website provides individuals who are looking to invest or those that have already invested with important information. Included on the site is a list of several industry events that are available to learn more about hedge fund investment opportunities. Informational industry events are often put together by third party marketing firms, conference agencies and others that can provide focus to the business of alternative investing.

Marketers and hedge fund managers will find the site particularly useful as it provides a list of databases. These databases simplify the process of searching for investors by providing lists of those that are eligible for hedge fund investments and looking to invest.

About Hedge Fund Marketing Alliance:

Founded in 2001, the Hedge Fund Marketing Alliance was designed for hedge fund professionals, financial advisors, investment consultants, and other professionals who are involved in the placement or distribution of hedge funds.

Contact Information

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