



R.T. HAUSLER
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Asset Managers' Growing Demand for Customized Perception Studies Drives Strategic Alliance for Leading Industry Experts

Franklin Lakes, NJ, December 8, 2015 — R.T. Hausler Strategic Marketing LLC, a leading marketing consulting firm serving the asset management industry and Rivel Research Group, a globally-recognized market research firm have formed an alliance to provide highest-quality, comprehensive research-driven insight to asset managers, including traditional institutional investors, alternative managers, trust banks and RIA/wealth managers.

"Rivel's customizable solutions offers the ideal platform to answer the growing demand for independent and objective market research and perception studies" said Bob Hausler, CMO of R.T. Hausler Strategic Marketing. "With Rivel's exceptional industry experience in this specialized field, our clients can rapidly realize the power of perception among their key stakeholders, investment consultants and prospects. Since perception is reality in business, analytical research is one of the most valuable tools a manager can utilize to optimize asset growth and client retention."

Rivel's alliance with R.T. Hausler will include bespoke offerings for mid-market and larger financial services companies seeking to benefit from Rivel's disciplined quantitative and qualitative approach. Rivel has worked with roughly half of the firms in the S&P 500 and hundreds of other companies located on 6 continents over its quarter-century operating history.

"The focused insights gained from Rivel's research will also open new growth opportunities and higher levels of engagement at financial advisory firms, benefitting top producers, key account managers as well as RIAs," added Peter Suhr, CFP® , a former key account manager at a broker-dealer who consults on distribution-related matters with Hausler.

R.T. Hausler helps asset managers grow their AUM with creative and proven marketing and distribution-related advice. Over the past five years, money managers have increasingly turned to Hausler for high-

quality deliverables and strategic guidance on their most important initiatives. Hausler has worked with HNW RIA wealth-managers, mutual fund sponsors and institutional investors to achieve their growth goals, on projects including business planning, thought-leadership campaigns, website development and new product launches.

“Global money managers are turning to Rivel to analyze how their asset allocator clients, prospects and consultants view them on a multitude of levels. Our work helps asset managers understand qualitatively and quantitatively the delta between the investment experience they want and the one they believe they are getting. It’s not just about performance” said Rivel Senior Managing Director Alon Kutai. “Hausler’s proven asset management industry expertise is highly complementary with Rivel’s comprehensive analytical capabilities.”

Rivel and Hausler plan to leverage their respective strengths to drive innovation and growth across the asset management industry and its sub-sectors. The two firms are working together to implement a deep, value-added service that uncovers qualitative and quantitative insights specific to each investment manager’s offerings.

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