

KAP Group Launches Consulting Firm for Real Estate Private Equity Managers Seeking Institutional Capital

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Jennifer Aleman Hutter and Elizabeth Weiner announced today the formation of KAP Group (KAP), a strategic marketing firm that advises real estate private equity managers seeking institutional capital. KAP's focus is to develop customized capital raising strategies and marketing materials to advantageously position managers in today's competitive marketplace.

During their collective tenure at the Real Estate Private Fund Group (REPF) at Credit Suisse (CS), a market leading placement agent, Mses. Hutter and Weiner advised 14 real estate managers through each stage of the capital raising process, from strategic positioning and development of marketing collateral to management and oversight of the investor due diligence process. These managers raised over \$8 billion in equity from institutional investors and covered a broad range of strategies including value-add, opportunistic, high yield and distressed debt in the U.S., Europe, Latin America and Asia.

"Marketing materials are the first exposure that investors have to your product and capabilities, and it's imperative to get it right the first time," said Ms. Hutter. "We prepare managers at the outset, before the road show, and create a marketing message tailored to the manager's strengths. Our core objective is to give our clients the best opportunity to raise capital in a highly competitive, supply constrained investor universe."

"As investors are again considering new real estate investments, managers need to be prepared for increased due diligence and higher standards of transparency," said Ms. Weiner. "We have deep experience in navigating this process and producing, in a timely manner, institutional quality materials that address investor queries. This makes the due diligence process much more efficient for our clients so that they can get to a close as quickly as possible."

KAP collaborates with real estate managers to develop a fund raising strategy along with customized marketing materials that may include a management presentation, investment vehicle term sheet, private placement memorandum and financial analyses. In addition, KAP will address investor queries and develop due diligence materials for prospective investors, as well as provide project management and advisory services during each stage of this complex process.

Mses. Hutter and Weiner have more than 20 years of collective experience in real estate debt, private equity, sales, marketing and private fund raising at institutions including Credit Suisse, Donaldson, Lufkin & Jenrette (DLJ) and General Electric (GE). Ms. Hutter received a Masters of Business Administration from the Harvard Business School, and graduated magna cum laude from Southern Methodist University with a Bachelor of Business Administration. Ms. Weiner received a Masters of Business Administration from the Wharton School at the University of Pennsylvania, and graduated from Barnard College, Columbia University with a Bachelor of Arts.

SOURCE KAP Group