

PLACEMENT AGENTS

Preqin's **Real Estate Online** profiles 330 placement agents that have worked on a real estate fund, including detailed information on past and current assignments, and full contact information for key professionals. Recent years have seen a slight increase in the number of funds using placement agents; however, this is still significantly lower than the levels seen in 2007-2010 (Fig. 14.1).

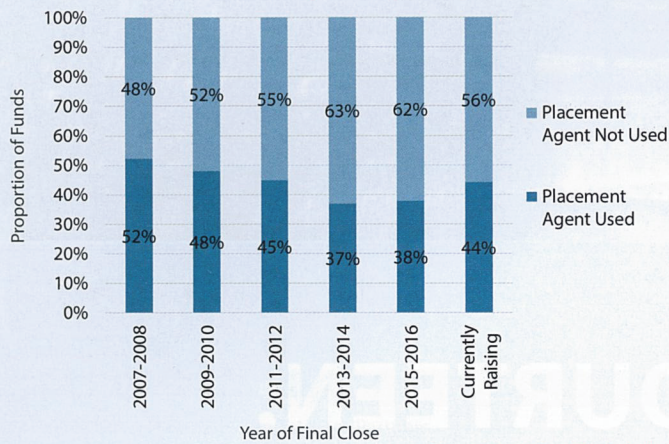
Asia-based firms have registered the most interest in employing placement agents: 75% of managers in the region have engaged the services of a marketer

(Fig. 14.2). This is likely due to the fact that these firms have less exposure to regions outside their own and will look to access a placement agent's network of institutional investors within North America and Europe.

The vast majority (83%) of funds that closed on less than \$100mn (in 2012-2016) did not employ a placement agent, perhaps reflecting placements agents' preference to work with larger fund managers (Fig. 14.3). Conversely, 45% of funds that secured \$100mn or more chose to use placement agents.

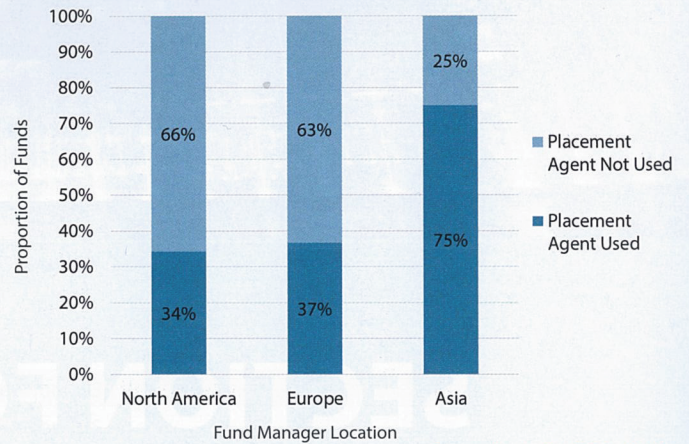
Placement agents do appear to increase the possibility of fundraising success. Fig. 14.4 illustrates that 57% of funds that used a placement agent achieved or exceeded their target size, the same as the proportion of funds that did not use a third-party marketer. Using a placement agent does not appear to guarantee a fast fundraise, however: 48% of funds that used a placement agent spent at least 24 months in market, compared with only 30% of funds that did not use a placement agent.

Fig. 14.1: Placement Agent Use by Real Estate Funds Closed 2007 - 2016 & Funds Currently Raising



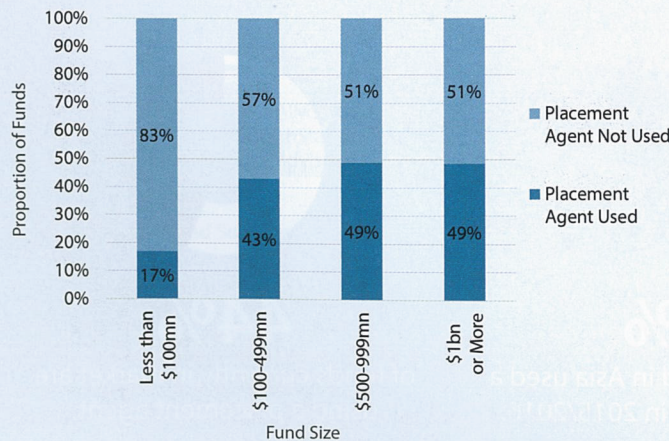
Source: Preqin Real Estate Online

Fig. 14.2: Placement Agent Use by Fund Manager Location, Real Estate Funds Closed 2015 - 2016



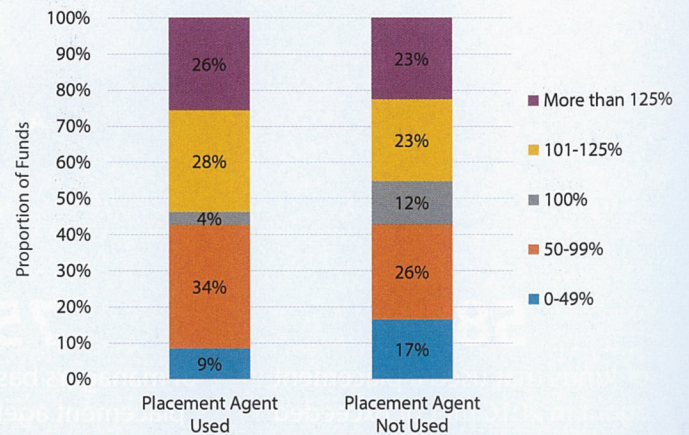
Source: Preqin Real Estate Online

Fig. 14.3: Placement Agent Use by Fund Size, Real Estate Funds Closed 2012 - 2016



Source: Preqin Real Estate Online

Fig. 14.4: Proportion of Target Size Achieved by Real Estate Funds that Used/Did Not Use a Placement Agent, Funds Closed 2015 - 2016



Source: Preqin Real Estate Online

Fig. 14.5: Prominent Real Estate Placement Agents in 2016

Placement Agent	Headquarters	No. of Known Real Estate Funds Closed in 2015/2016	Capital Raised by Known Real Estate Funds Closed in 2015/2016 (\$bn)	Sample Real Estate Funds Closed in 2015/2016	No. of Known Real Estate Funds Closed, All Time	Capital Raised by Known Real Estate Funds Closed, All Time (\$bn)
Accord Capital Partners	US	3	0.5	Sares Regis Multifamily Value-Add Fund II (\$304mn); Sirius Fund I Grocery (€100mn)	4	0.8
Atlantic-Pacific Capital	US	2	0.9	Mercer Real Estate Partners II (€235mn); True North Real Estate Fund III (\$548mn)	19	10.2
Capra Global Partners	UK	2	0.7	Genesta Nordic Real Estate Fund II (€373mn); GreenOak UK Secured Lending Fund* (€224mn)	6	2.2
Capstone Partners	US	2	0.7	First Retail International 2 (€223mn); L Catterton Real Estate II (\$457mn)	5	2.4
Credit Suisse Private Fund Group	US	3	0.2	Jive Distressed Real Estate Fund* (BRL 500mn); Peninsula Realty Fund - Paramount	44	27.2
CrossCon Real Assets Capital	US	3	0.9	Q Residential Property Income Fund IV (CAD 243mn); Pamfleet Real Estate Fund II (\$400mn)	10	2.9
Eaton Partners	US	2	1.1	ROC Seniors Housing & Medical Properties Fund (\$735mn); BPE Asia Real Estate Fund* (\$365mn)	19	8.6
First Avenue	UK	2	1.0	Actis Africa Real Estate Fund 3 (\$500mn); Waterton Residential Property Venture XII* (\$511mn)	11	5.7
Greenhill & Co.	US	6	4.2	Cabot Industrial Core Fund (\$443mn); Patron Capital Fund V (€949mn)	19	14.5
Hodes Weill & Associates	US	4	2.4	PCCP Equity VII (\$601mn); GreenOak Asia II (\$655mn)	8	6.5
Incubation Capital Partners	US	2	0.4	Singerman Real Estate Opportunity Fund II (\$275mn); Hutensky Capital Partners III (\$117mn)	3	0.5
LarrainVial	Chile	2	1.8	Landmark Real Estate Fund VII* (\$1.6bn); Altan III Global (€140mn)	2	1.8
Lazard Private Fund Advisory Group (Real Estate)	US	4	2.7	NREP Nordic Strategies Fund II (€600mn); BLG Turkish Real Estate Fund II (€152mn)	15	8.6
Mercury Capital Advisors	US	2	1.5	Madison International Real Estate Liquidity Fund V* (\$1.39bn); bkm Industrial Value Fund I (\$105mn)	9	7.0
Park Hill Group	US	8	3.9	Jaguar Real Estate Partners (\$350mn); PAG Real Estate Partners (\$1.35bn)	36	59.4
Park Madison Partners	US	4	1.3	Waterton Residential Property Venture XII* (\$511mn); Raith Real Estate Fund I (\$208mn)	13	5.7
Probitas Partners	US	4	2.1	Benson Elliot Real Estate Partners IV (€625mn); SilkRoad Asia Value Partners (\$446mn)	9	5.7
Selinus Capital	Germany	3	0.9	AEW Europe Value Investors (€413mn); GARBE Unternehmensimmobilien Fonds 1 (€163mn)	5	1.5
Threadmark	UK	3	2.4	Landmark Real Estate Fund VII* (\$1.6bn); Capman Nordic Real Estate Fund* (€273mn)	7	4.3
Triton Pacific Capital	US	2	1.0	Arch Capital-TRG Asian Partners III (\$355mn); Frogmore Real Estate Partners III* (€400mn)	25	7.6

*Indicates the fund used more than one placement agent.

Source: Preqin Real Estate Online