

## Credit Suisse Alums Set Up Shop

Two former **Credit Suisse** placement agents have formed an advisory firm that will help fund managers write offering documents and develop marketing strategies.

The Denver shop, **KAP Group**, is headed by **Jennifer Aleman Hutter** and **Elizabeth Weiner**.

Unlike traditional placement agents, KAP won't solicit investors or handle investor relations. It is pitching its services to U.S. fund managers that previously used a placement agent to line up investors, but don't need one for their latest vehicle because they intend to tap the same investors. KAP will also pursue assignments from sponsors that plan to handle marketing in-house but need help with the preparatory work. Assignments could run for up to nine months.

Placement agents need a broker-dealer license to pitch funds and generally charge a fee equal to 1-2% of the equity they raise. By contrast, KAP doesn't need to be a broker-dealer and will charge a flat fee, based on the amount of work involved. The company has already landed two clients.

Hutter was a vice president in Credit Suisse's real estate private fund group for four years, leaving last May. Weiner was with Credit Suisse for six years, including two in the real estate private fund group. She left in July. They were subject to non-compete clauses that ended late last year.

Hutter and Weiner separately led various fund-marketing campaigns. Between them, they handled 14 high-yield real estate funds that invested both in the U.S. and internationally. ❖