

July 11, 2022

AMERICAN ELM AND PHOENIX AMERICAN ANNOUNCE PARTNERSHIP TO DELIVER TURNKEY ACCESS TO RETAIL INVESTOR CAPITAL FOR ALTERNATIVE FUNDS

The partnership reflects the synergy of American Elm’s managing broker-dealer services and Phoenix American’s fund administration for an end-to-end fundraising solution.

American Elm Distribution Partners, LLC (“American Elm”), a managing broker dealer offering retail distribution and compliance services to alternative funds, and Phoenix American Financial Services, Inc. (“Phoenix American”), a fund administrator offering outsourced back office, fund accounting and investor services have entered into a strategic partnership to offer a turnkey solution for alternative investment managers looking to enter the retail investor marketplace.

INNOVATIVE MANAGING BROKER-DEALER SERVICES

American Elm is a relationship-driven investment management firm doing business as a managing broker dealer to enhance outcomes for client funds. Leveraging strategic partnerships, seasoned distribution professionals and a unique approach, the company has developed a fundraising and investment model exclusive to the firm. The partnership with Phoenix American re-imagines the investment fund service space, expanding and integrating the traditional roles of broker dealers and fund administrators and minimizing the need for operational engagement by fund management. This value-add end-to-end service encompasses compliance, regulatory filing, offering and sponsor due diligence, fund accounting, investor relations and fund administration.

“American Elm and Phoenix American have been working together on various fund offerings for over a decade,” said Michael Ponticello, Chief Executive Officer of American Elm. “This strategic partnership is a natural fit and enables asset managers to raise retail investor capital without the challenges and costs associated with distribution for alternative funds.”

INDUSTRY-LEADING FUND ADMINISTRATION

Phoenix American has combined the most advanced systems and efficient back-office processes in alternative investments since its origins as a fund sponsor in 1972. Phoenix American’s industry leading [STAR-XMS](#) investor management / transfer agent system and its integrated [fund accounting](#) capabilities are the result of the company’s direct experience as a fund sponsor as well as decades of experience as an administrator for alternative investment funds. The partnership with American Elm opens a new buyer segment for the company’s services among established alternative fund managers inexperienced with the retail investor market.

“We have worked well with American Elm and their client funds for many years,” said

Andrew Constantin, Chief Operating Officer for Phoenix American. “It is only natural for us to combine our capabilities to offer a turnkey solution. We expect many fund managers to benefit from the new fundraising channel we can offer.”

About Phoenix American

Phoenix American Financial Services, Inc. provides back office outsourcing, fund administration, transfer agent services and sales and marketing reporting services to fund companies in the alternative investment industry. The company is an affiliate of Phoenix American Incorporated along with Phoenix American SalesFocus Solutions. The company has five offices worldwide, was founded in 1972 and is headquartered in San Rafael, CA.

About American Elm

Formed in 2010, American Elm Distribution Partners, LLC is a managing broker-dealer and multi-product distribution platform raising retail capital in the registered investment advisor, independent broker-dealer, family office and institutional channels.