

FINTRX Releases New Features For Buy Side Platform

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Boston, MA based FINTRX is proud to announce the release of their new buy-side platform to the global market. The FINTRX Buy-Side Platform provides direct investment history for over two thousand family offices globally, and is designed for Private Equity, Venture Capital, Investment Banking, and Private Company clients.

FINTRX has a long and varied history. The FINTRX platform was launched in early 2014, built to fill the expanding gap of comprehensive family office data and research to the private capital markets. FINTRX enables seat holders to stay current with their live family office data, while gaining access to the suite of marketing tools, and artificial intelligence built within the interface.

Lead by Founder & CEO Russ D'Argento, FINTRX identifies trends in market where they can adapt their software & family office research to accommodate an evolving landscape. For instance, one trend that FINTRX is keen to follow is the growing attention that family investment firms have in allocating a portion of their assets directly into private companies.

However, family offices are unique to themselves when it comes to investments, particularly compared to their institutional counterparts. FINTRX understands that each family office is unique in their set-up and structure.

As Caroline Gaita, Client Success and Marketing Specialist for FINTRX, writes, "Family offices are a unique breed. When it comes to putting capital to work, family offices tend to be incredibly opportunistic and nimble. In comparison, their institutional counterparts often have specific investment mandates and size/track record benchmarks needed prior to pulling the trigger on an investment. The average institutional investor (labor unions, banks, insurance companies, pensions etc) require a longer and more protracted due diligence cycle. Compare this to the average family office investor, and you have quite the contrast."

As well as providing a suite of software options already available to family offices, FINTRX aims to add to this portfolio with their release of their Buy-Side edition. Deep dive investment research on which family offices are investing in deals will be provided within Buy-Side, along with industry breakdowns and detailed analytics.

Chris Kiley, Senior Business Development Director, notes: "We continue to see an increased exposure to direct deals amongst family offices and their alternative portfolios. Our team continues to build and expand the platform's core features around this vertical of our business for our clients throughout the private capital markets."

The family office platform that FINTRX hosts adds to their wealth of knowledge surrounding family offices. In an article for asiaassetmanagement.com, they estimated the total of their family office assets under management at \$1.8 trillion in 2016. This number is only projected to grow, and with it shall rise the demand for products such as Buy-Side as well.

With their sights set on global family offices, the Buy-Side platform will add to its already significant portfolio of research and analytics that takes a deep dive into the single and multi-family office industry.

Source: <http://www.pressadvantage.com/story/25002-fintrx-releases-new-features-for-buy-side-platform>