

Private Equity Real Estate Firm Goes Paperless & Shows Transparency All In One Fell Swoop

FIPPEX Is The Vehicle For This Seamless Transition

Due to today's tough economic times, investors are demanding a different level of transparency from their benefactors above and beyond government requirements. There is also the possibility that with additional regulation, firms will be required to report in more detail and more frequently. This translates into detailed and consistent reporting from firms but also an influx of administrative duties and paperwork. Another strong push has been to become more "green" within corporate practices so firms are looking to find a way to achieve both. The task for firms to both decrease their carbon footprint while simultaneously delivering page after page of reports to investors can produce somewhat conflicting initiatives.

A completely web-based platform, FIPPEX, has been created to accomplish both-- constant communication with investors without the unnecessary administrative time and money for reporting. FIPPEX allows any firm to share all information and updates with their investors with the click just the click of a mouse. Founder, David Pessis explains, "FIPPEX acts as the interface between the firm and the investor. It's becoming expensive for firms to be so transparent, but we host and manage the entire platform so that our clients are able to achieve compliance while saving time, money and exorbitant amount of paper on reporting."

Waterton Associates is the most recent company to integrate this type of software into their corporate protocol. With FIPPEX, this private equity real estate firm's investors can now check financial data anytime they please. Waterton Associates has completed over \$3.3 billion in investments in 110 separate real estate transactions, so the need for this type of web-based portal has never been stronger.

FIPPEX integrates capital raising and investor reporting processes while facilitating legal compliance, they also provide transparency and accessibility for investors with a customizable interface that seamlessly streamlines your brand. This is a valuable asset and cost-effective solution to any company that has to report financial earnings and data to numerous investors.

About FIPPEX: FIPPEX is a secure web-based platform that allows firms to share information with investors with just the click of a mouse. FIPPEX streamlines capital raising and investor reporting processes, all while facilitating legal compliance. With FIPPEX, clients are able to simplify life so the focus can be placed on managing relationships, raising capital and creating returns. For more information or to see of a demo of how FIPPEX works, please visit www.fippex.com.