

Senior Vice President, Investor Relations

American Realty Advisors (ARA) is a private equity institutional real estate investment manager operating in the United States, with over \$12 billion in real estate assets under management. ARA invests on behalf of institutional investors through core and value-add open-end real estate funds and separate accounts, targeting industrial, residential, office, and retail assets nationwide through direct equity, hybrid debt, mezzanine, and preferred equity structures.

ARA's two primary funds are open-ended and fundraising for them is perpetual. The ARA Core Property Fund is an ERISA governed fund for which ARA is the ERISA fiduciary to the fund. The American Strategic Value Realty Fund is operated under an ERISA standard of care. ARA is a privately held firm.

The Role

As Senior Vice President, Investor Relations, you will have primary responsibility for identifying, developing, and closing new business relationships for ARA's full array of commingled fund and separate account products. The target market is institutional investors and investment consultants located in the Western United States. In addition, this role will be responsible for providing client service to communicate with, retain, and expand existing ARA investors in the region.

In this role, you will be accountable for creating and implementing a comprehensive new business development program to ensure the successful expansion of ARA's assets under management working in partnership with senior leadership, investment professionals, and the Investor Relations team. This plan will be designed to increase the firm's identity in the marketplace, to position us competitively with identified prospects and consultants, promote our products and services, and ultimately achieve success in closing business and solidifying existing client and consultant relationships with the intent to maintain and expand business opportunities.

This is a senior-level position reporting directly to ARA's Head of Business Development, and the direct outreach point person to investors in this territory. The ideal candidate will have proven capital raising success, leadership acumen, and demonstrated industry relationships that can be accessed in pursuing new business including public and private pension plans and other institutional investors in the territory.

Essential Functions

- Develop and coordinate a proactive, ongoing relationship program with institutional prospects in the public employee retirement system, corporate, foundation, and endowment markets (including trustees, staff, advisors, and other related persons) primarily focused in the Western United States.
- Work with field consultants and senior members of consulting firms to expand ARA's identity and product profile to develop opportunities beyond the firm's traditional capital sources.
- Develop and execute strategies for developing new business opportunities directly through prospect calling in areas where ARA currently does not have relationships either directly or through referrals.
- Create and maintain information on targeted prospects and new business opportunities with an organized plan for phone and in-person contact.
- Proactively seek, uncover, and provide to senior leadership and team members current market information regarding prospective clients, consultants, and competitors to improve the firm's competitive position and understanding of investor's investment needs and goals.
- Represent the firm in a variety of capacities designed to raise the identity and attractiveness of the firm and its products through industry, prospect, client-sponsored events.

- Communicate regularly with new business prospects, focusing on deepening the staff and board member relationships to identify potential new business opportunities.
- Give new business presentations and client review presentations either alone or in conjunction with senior leadership and investment professionals.
- Provide input to and review marketing and client service materials (including executive summaries, articles, consultant questionnaires, performance returns, compliance information, newsletters, tombstones, presentation materials, etc.) for the firm with information from outside sources including clients, consultants, and competitors.
- Communicate proactively on all issues surrounding activities regularly as ARA is a highly collaborative and communicate firm.

Candidate Qualifications

Essential Business Experience and Technical Skills

- Undergraduate degree required, preferably in business administration, finance, or related field. Advanced degree in a related field recommended.
- Seven to ten years of experience in the institutional investment industry in a similar capacity, with demonstrated success in leading an institutional product team. Real estate/private asset knowledge is critical.
- Established relationships with investment consultants, competitors, and other industry relationships a plus.
- A demonstrable network of pre-existing investor relationships that can be accessed for new business opportunities.
- Willingness to assume accountability for performance, both individually and that of the overall team.
- Embrace the firm's goals, philosophy, process, and products, understand the firm's products and how they are positioned competitively, and employ a sales process that complies with acting as an SEC registered investment advisor and as a fiduciary under ERISA.
- Ability to articulate ARA's investment thesis and approach to clients, be solutions- oriented and be able to integrate fund process with human interactions when talking with clients and/or potential clients

Competencies

As an ideal candidate, you should demonstrate the characteristics below that we believe to be vital to success in this position:

- Creative Thinking – Must be a creative and innovative thinker who can translate thoughts into actionable items.
- Works Collaboratively – A team player with a commitment to achieving objectives through collaborative action and communication.
- High Energy–Able to work in a fast-paced, dynamic environment with many stakeholders where multi-tasking is essential.
- Proactive – takes initiative to identify and contact new sales prospects, whether through existing relationships or cold calls.
- Models Our Values – Conducts daily business and interactions with mindfulness that reflects the firm's culture and promotes ARA's values and standards.
- Results Driven – Seeks to outperform expectations and provide the firm with competitive advantages. Utilizes creativity while taking an analytical and context-driven approach to problem-solving.

For additional information please contact Broad Street Consulting Group

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