

From: "AR Sponsored Message" <[REDACTED]>

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Subject: How Investors Evaluate & Select Hedge Funds

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The Shifting Hedge Fund Landscape: The New Dynamics of Hedge Fund Competitiveness

Institutional investors continue to put their money in hedge funds in the quest for returns but keep ratcheting up the challenges and requirements they pose to hedge fund managers. Investors are pushing the industry to de-risk, to improve operations and governance, to enhance liquidity and to provide more windows into investment processes and decision-making.

To help managers understand the evolving expectations of their investors, **SEI, in collaboration with Greenwich Associates, conducted its [fifth annual survey](#) of institutional hedge fund investors.**

The second in our two-part series explores investors' chief concerns regarding hedge fund investing, as well as **the continuing evolution of institutional standards for hedge fund evaluation, selection and monitoring.**

The Shifting Hedge Fund Landscape: The New Dynamics of Hedge Fund Competitiveness

Among the key findings from Part II:

- **Operational strength has become a major competitive advantage.** Eighty percent of investors say it is the hallmark of an institutional-quality fund.
- **Look-alike strategies are a problem.** Six in ten investors agree that hedge fund strategies are too similar.
- **Risk management is a work in progress.** Only one in five of those we polled agreed that "most hedge funds do a good job of risk management."

[Download Executive Summary and Request Part II](#)

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