



# RIA spinout launches multi-manager alts fund, saves \$500K

## INTRODUCTION

At Gridline, we specialize in providing vertically integrated private fund formation, management and administration services, leveraging cutting-edge technology to streamline back-office processes, deliver a better client experience, and provide the control and clarity needed to run a scalable private markets program. Our unique approach blends high-touch, relationship-based service with purpose-built software developed to make the entire process more efficient, scalable, and secure.

## ABOUT THE CLIENT

- A two-year old RIA spinout with an average client size of \$3.2M with prior allocations to private funds, including those from Gridline's managed marketplace.
- Historically, private investments were not a dedicated part of the firm's strategy, with investments in private funds facilitated directly with fund managers on a one-off basis by client request.
- The firm recognized this approach slowed growth potential & new client acquisition.

## What were the biggest obstacles in allocating to alternatives or launching a vehicle?

The biggest challenge was the operational complexity of launching a fund. We knew alternatives were a valuable addition to client portfolios, but the execution of even direct allocation has limited our portfolio weighting in the past. Setting up a fund required significant legal, administrative, and compliance work, and we didn't have the internal infrastructure to manage capital calls, K-1s, and investor reporting efficiently.

Additionally, high investment minimums made it difficult for many of our clients to access institutional-quality opportunities. We wanted to offer alternatives at scale, but the cost and complexity of doing it ourselves made it feel out of reach.

## How did Gridline help?

Gridline made the entire process seamless. They handled the fund structuring, legal, and compliance setup, removing a major barrier to entry. Their software automated key administrative tasks like capital calls, investor statements, and reporting, which drastically reduced our operational burden. They also accepted money directly from our custodians and assisted in getting the performance data back into our portfolio management system, Black Diamond.

Beyond that, they helped construct our portfolio, allowing us to offer high-quality managers to a broader client base. We had a few relationships we wanted to use in a fund, but they added additional managers to get to our benchmarks. Their portal also gave our advisors full transparency into client allocations, making alternatives feel as accessible and manageable as our public market investments.

Ultimately, Gridline allowed us to focus on portfolio construction and client relationships rather than fund administration, fund formation, or performance reporting.

## How did this impact the advisors at your firm?

For our advisory team, Gridline significantly reduced the friction of allocating to alternatives. Previously, managing alternatives required hours of manual work—tracking capital calls, updating spreadsheets, and preparing reports. With Gridline, those processes became automated, saving our team valuable time and reducing administrative complexity.

It also gave advisors more confidence in discussing alternatives with clients. Instead of dealing with operational roadblocks, they could focus on the strategic benefits of private market exposure, knowing that the execution was fully supported.

## How did it impact your clients?

Clients benefited by gaining diversified alternative investment exposure through a multi-manager fund of funds with one K-1 and one set of capital calls. This meant that more of our clients could gain private market exposure. Additionally, the investment process was far more transparent and efficient. This increased their confidence in alternative investments and made the experience much more seamless.

## What were the biggest measurable impacts?

From an operational perspective, we saved well over \$500,000 by avoiding the need to build out a dedicated operational team to launch and manage the fund. Our advisors also saved significant time—on average, an estimate of at least ten hours per client—by streamlining fund set up, tracking, and reporting. These efficiencies made alternatives much more attractive to our team and enabled our clients to jump into long term investments with us.

## What Gridline software features made the biggest difference?

How easy it was to allocate and fund for a client made a huge impact on our firm. We were able to add our client profiles, then it's as easy as a few button clicks to commit capital to a fund. There is also just one capital call to fulfill per client which we were able to put on a fixed schedule and work with the Gridline team to fulfill capital calls through our custodian.

## What about Gridline's services?

Beyond the technology, Gridline's team provided invaluable support. Their expertise in fund structuring allowed us to move quickly on an underlying fund even though we were only within weeks of it closing. Their client experience team made it very simple for our team, from onboarding client profiles, walking the team through how to allocate, and coordinating subscription to the underlying funds. On an ongoing basis, their operational support helped with reporting, tax documents, and investor communications, ensuring a smooth experience for both our firm and our clients. This combination of software and hands-on expertise made it far easier for us to execute and scale our alternatives strategy.

**Disclosure:** For important information regarding this case study, please review the full disclosure at [lp.gridline.co/case-study-disclosure](https://lp.gridline.co/case-study-disclosure).