

## For Immediate Release

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### **Anova Launches Study on Private Equity in DC Plans**

BROOKLINE, MASS., May 22, 2013 – Anova Consulting Group, a leading market research firm in the financial services industry, announced today the launch of a new syndicated study entitled “Private Equity in DC Plans: Retirement Industry Perspectives”.

As private equity firms seek ways to tap into the individual investor retirement plan market and plan sponsors weigh various options to increase retirement readiness among their participant bases, Anova proposes to capture the perceptions and concerns of key stakeholders regarding the potential introduction of private equity investment options onto DC platforms.

“Private equity funds and defined contribution plans have not historically shared much common ground, so it will be interesting to see how receptive plan sponsors, advisors, and plan providers are to the concept,” said Richard Schroder, president of Anova Consulting Group. “There are certainly some operational as well as cultural challenges facing private equity firms who wish to sell their investments in retirement plans, but there may also be opportunities, especially given the growth of target date funds and automated plan features. This study will help to flesh out challenges and opportunities and create a roadmap with ideas on how the trend might play out.”

Likely subscribers to the study include private equity firms, retirement plan providers, and retirement plan consultants / advisors. This study will enable subscribers to:

- Assess DC market awareness of / potential demand for private equity investing
- Identify top areas of concern (and potential solutions) regarding key operational, technical, regulatory, and fiduciary issues
- Investigate feasibility of various asset class categories and investment vehicles

Pre-subscribers who enroll by June 14<sup>th</sup> will be invited to offer input into the topics covered and research questionnaire. For the full study prospectus, see [www.theanovagroup.com](http://www.theanovagroup.com).



### **About Anova Consulting Group, LLC**

Established in 2005, Anova Consulting Group is a leading market research and consulting firm focused on the financial services industry. Through custom and syndicated market research studies, Anova provides strategic perspectives to its clients, driving better decision-making, product development, sales effectiveness, client service, and continuous improvement. Richard Schroder, president of Anova, is author of a book titled *From a Good Sales Call to a Great Sales Call* (McGraw-Hill), which details how learning from post-sale debriefing helps close more sales.

For more information, please visit: <http://www.theanovagroup.com>

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