

Simplifying Private Markets:

A guide for client conversations

Here's how to break it down:

1

Bring it to life with a story

Stories resonate. Use real-world examples of private companies to make the concept tangible. Concrete examples help turn abstract ideas into relatable opportunities.

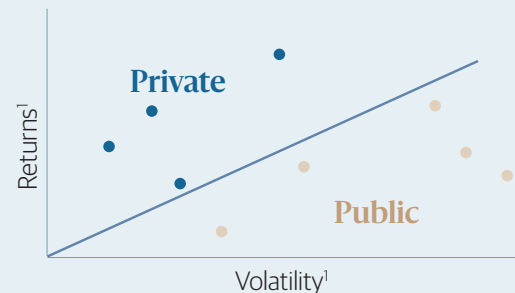


Blackstone's buyout of Jersey Mike's — a popular, founder-owned sandwich chain — turns the concept of private market investing into a tangible story.

2

Highlight the potential benefits—and the tradeoffs

Private markets offer the potential for attractive returns and lower volatility, but it's important to balance the conversation by addressing considerations like liquidity constraints.



3

Keep it clear

Avoid technical terms and industry jargon. The clearer your descriptions, the more confident your clients will feel.



"Strategic Allocations"



"Long-Term Investments"

Next steps

Use our step-by-step guide.

On the reverse, you'll find a framework for clear, effective conversations about private markets.



1. **Past performance does not predict future returns.** There can be no assurance that any alternative investment asset class will achieve its objectives or avoid substantial losses.

Guide to introducing private markets to clients

1

Start with context

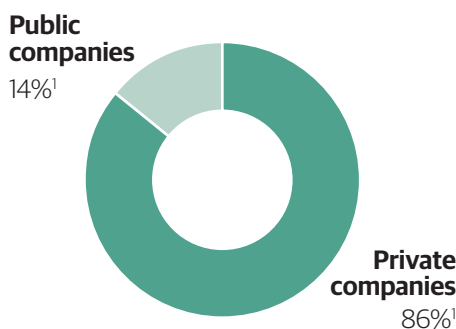
Explain why private markets are worth discussing.

How to introduce the topic

"Did you know around 90% of companies are privately owned?"

"Private markets can be a powerful vehicle for building wealth."

Visualize it



2

Make it tangible

Use examples to bring the concept to life.

How to approach It

Share a relatable story about a private company—perhaps a well-known brand that started privately or a type of business they might recognize.

Example



Blackstone's investment in Jersey Mike's is a buyout of a leading founder-owned, fast-casual franchisor.

3

Discuss the benefits and considerations

Provide a balanced view of private markets.

Potential benefits to highlight

- Access to attractive long-term returns.
- Historically lower volatility compared to public markets²
- Opportunity for portfolio diversification³

Key considerations

Liquidity

These investments offer limited liquidity.

Time horizon

These investments are long-term.

Risk

Like all investing, allocating to private markets involves risk.

Notes

1. Source: Capital IQ, as of June 2024.

2. Source: Morningstar, as of December 31, 2024.

3. Diversification does not ensure a profit or protect against losses.

Guide to introducing private markets to clients

4

Keep the conversation clear

Use straightforward language to ensure understanding.

Tips for clarity

Avoid technical terms and replace them with simple, relatable explanations.

Simplify



"Strategic Allocations"



"Long-Term Investments"

5

Connect to client goals

Show how private markets can support financial goals.

Ask what's most important



Growing wealth

Highlight private equity's potential.



Generating steady income

Explain private credit's history of steady payments.⁴



Diversifying investments

Show how private markets can balance public market volatility.

6

Quick reference checklist

Use this guide to ensure you've covered the key points:

- ☐ Provide context for why private markets are worth considering.
- ☐ Share a relatable example to make the concept tangible.
- ☐ Discuss both benefits and tradeoffs clearly.
- ☐ Use plain, jargon-free language.
- ☐ Connect the conversation to the client's specific goals.
- ☐ Outline next steps and encourage further discussion.

Notes

4. Source: Morningstar, as of December 31, 2024.

Important disclosure information

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