

a guide to starting your hedge fund wiley finance

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a guide to starting your hedge fund wiley finance offers a practical and insightful approach for anyone interested in launching their own hedge fund. Whether you're an experienced investor, a finance professional, or an aspiring fund manager, this guide aims to walk you through the essential steps, legal considerations, and strategic decisions involved in establishing a successful hedge fund. The Wiley Finance series is renowned for its detailed, accessible resources, and this particular guide blends technical expertise with real-world advice, making the complex process of starting a hedge fund much more approachable.

Understanding the Hedge Fund Landscape

Before diving into the nuts and bolts of launching your fund, it's crucial to grasp what hedge funds truly are and how they operate within the broader financial ecosystem. Hedge funds are pooled investment vehicles that employ diverse strategies to generate returns for their investors. Unlike mutual funds, hedge funds often have more flexibility in their investment choices, including the use of leverage, derivatives, and short selling.

What Sets Hedge Funds Apart?

Hedge funds typically cater to accredited investors or institutional clients, which allows them to operate under less stringent regulations compared to public mutual funds. This setup provides managers the freedom to pursue unconventional strategies aimed at absolute returns, rather than merely tracking a benchmark.

Understanding these nuances is vital when starting your hedge fund because your strategy and target investor base will shape the fund's structure, marketing approach, and regulatory compliance.

Developing Your Hedge Fund Strategy

One of the first and most critical tasks is crafting a clear, compelling investment strategy. Your hedge fund's success hinges on having a differentiated approach that can consistently deliver alpha—returns that outperform the market.

Identifying Your Niche

The hedge fund space is crowded, with strategies ranging from long/short equity, global macro,

event-driven, to quantitative and algorithmic trading. To stand out, you must leverage your expertise and market insights to define a niche. For instance, if you have a background in technology stocks, a sector-focused long/short equity fund might be your best fit.

Backtesting and Risk Management

Before going live, it's essential to rigorously backtest your strategy using historical data. This process helps identify potential pitfalls and refine your approach. Additionally, incorporate robust risk management practices, including setting limits on drawdowns, exposure, and diversification to protect your investors' capital.

Legal and Regulatory Considerations

Launching a hedge fund involves navigating a complex web of legal and compliance requirements. Wiley Finance guides emphasize the importance of understanding these early in the process to avoid costly mistakes.

Choosing the Right Fund Structure

Most hedge funds are established as limited partnerships (LP) or limited liability companies (LLC), with the fund manager acting as the general partner (GP) or managing member. This structure offers tax advantages and limits liabilities for investors.

Registration and Compliance

Depending on your jurisdiction and fund size, you may need to register with regulatory bodies such as the Securities and Exchange Commission (SEC) in the U.S. or the Financial Conduct Authority (FCA) in the UK. Many smaller hedge funds qualify for exemptions but must still adhere to reporting and disclosure requirements.

Hiring experienced legal counsel specializing in hedge funds is non-negotiable. They will assist with drafting the private placement memorandum (PPM), subscription agreements, and ensuring your fund complies with the Investment Advisers Act and other relevant statutes.

Building Your Operational Infrastructure

Beyond strategy and legal frameworks, the operational backbone of your hedge fund is critical to its smooth functioning and credibility with investors.

Technology and Trading Platforms

Selecting the right technology stack is vital. This includes portfolio management software, trading platforms, and risk analytics tools. Efficiency and transparency in operations not only improve performance but also build investor confidence.

Fund Administration and Custodianship

Outsourcing fund administration to reputable firms helps with NAV (Net Asset Value) calculation, investor reporting, and compliance monitoring. Similarly, custodians safeguard the fund's assets, ensuring proper segregation and minimizing operational risks.

Raising Capital and Marketing Your Hedge Fund

No hedge fund can succeed without sufficient capital. Attracting investors requires a well-crafted pitch, solid track record (or credible team), and a clear value proposition.

Developing Your Investor Pitch

Your pitch should succinctly explain your investment thesis, risk controls, fee structure, and alignment of interests. Transparency and professionalism are key, alongside a realistic portrayal of potential returns and risks.

Networking and Building Relationships

Leverage your professional network, attend industry conferences, and engage with family offices, high-net-worth individuals, and institutional investors. Many successful hedge funds start with seed capital from trusted connections before expanding.

Ongoing Management and Growth

Starting your hedge fund is just the beginning. Sustained success requires continuous monitoring, adapting strategies in response to market changes, and maintaining strong relationships with investors.

Performance Reporting and Communication

Regular, transparent communication builds trust. Provide investors with detailed performance reports,

market commentary, and updates on fund strategy adjustments. This openness can be a significant differentiator in a competitive market.

Scaling Your Hedge Fund

As your fund grows, consider expanding your team with dedicated analysts, traders, and compliance officers. Diversifying strategies or launching additional funds can also attract broader investor interest.

The Wiley Finance series, including its guide to starting your hedge fund, emphasizes that while the journey is challenging, careful planning, adherence to regulations, and a clear, disciplined approach to investing create the foundation for a thriving hedge fund enterprise. Whether you're just brainstorming or ready to launch, this guide serves as a valuable companion in navigating the dynamic world of hedge fund management.

Frequently Asked Questions

What is the primary focus of 'A Guide to Starting Your Hedge Fund' by Wiley Finance?

The book primarily focuses on providing comprehensive guidance on the legal, operational, and strategic aspects of launching and managing a hedge fund successfully.

Who is the target audience for 'A Guide to Starting Your Hedge Fund' in the Wiley Finance series?

The target audience includes aspiring hedge fund managers, financial professionals, and entrepreneurs interested in understanding the intricacies of hedge fund startup and management.

Does the book cover regulatory and compliance issues related to hedge funds?

Yes, it offers detailed explanations of regulatory frameworks, compliance requirements, and best practices to ensure hedge funds operate within legal boundaries.

What operational topics are discussed in 'A Guide to Starting Your Hedge Fund' by Wiley Finance?

The book addresses key operational topics such as fund structure, capital raising, risk management, investor relations, and service provider selection.

How does the book help with fundraising strategies for a new

hedge fund?

It provides insights into effective marketing techniques, investor communications, and strategies for attracting and retaining investors in a competitive market.

Are there real-world examples or case studies included in the guide?

Yes, the book includes practical examples and case studies that illustrate common challenges and successful strategies used by hedge fund startups.

Is 'A Guide to Starting Your Hedge Fund' suitable for readers without a financial background?

While some financial knowledge is beneficial, the book is written in an accessible manner to help motivated individuals grasp essential concepts and steps involved in starting a hedge fund.

What makes this guide stand out among other hedge fund startup resources?

Its comprehensive coverage combining legal, operational, and strategic perspectives, along with practical advice from industry experts, makes it a valuable resource for new hedge fund managers.

Additional Resources

A Guide to Starting Your Hedge Fund Wiley Finance: Navigating the Complexities of Fund Formation

a guide to starting your hedge fund wiley finance offers an insightful roadmap for aspiring fund managers looking to enter the competitive world of hedge funds. Originating from the reputable Wiley Finance series, this guide combines practical experience with regulatory knowledge, making it an essential resource for professionals aiming to build a successful hedge fund from the ground up. As hedge funds continue to play a pivotal role in the global financial ecosystem, understanding the nuances of fund formation, compliance, and operational management is vital for long-term success.

The process of launching a hedge fund is multifaceted, involving strategic planning, legal structuring, capital raising, and risk management. The Wiley Finance approach emphasizes not only the technical steps but also the strategic mindset required to thrive in an environment characterized by volatility and stringent oversight. This article delves into the core themes presented in the guide, unpacking the critical stages and considerations that fund managers must navigate.

Understanding Hedge Fund Fundamentals

Before diving into the logistics of fund formation, it is crucial to grasp the foundational elements that define hedge funds. Unlike mutual funds or traditional investment vehicles, hedge funds employ alternative investment strategies, including leverage, short selling, derivatives, and arbitrage. This

flexibility enables hedge funds to seek absolute returns regardless of market conditions, but it also necessitates a sophisticated risk management framework.

The Wiley Finance guide highlights that prospective fund managers should first clarify their investment philosophy and strategy. Whether focusing on equity long/short, global macro, or event-driven strategies, this decision shapes the fund's legal structure, marketing approach, and compliance requirements. Additionally, understanding the target investor base—typically institutional investors, high-net-worth individuals, or family offices—is imperative for effective fundraising and regulatory adherence.

Legal and Regulatory Considerations

One of the most complex aspects covered in a guide to starting your hedge fund wiley finance relates to legal structuring and compliance. Hedge funds in the United States typically operate as limited partnerships (LP) or limited liability companies (LLC), with the fund manager acting as the general partner or managing member. This structure provides flexibility and liability protection, but requires meticulous drafting of offering documents, including the private placement memorandum (PPM), subscription agreements, and partnership agreements.

Regulatory compliance is equally critical. Fund managers must navigate the Investment Advisers Act of 1940, Securities Act of 1933, and applicable state laws, often requiring registration with the Securities and Exchange Commission (SEC) or state regulators. The guide emphasizes the importance of engaging experienced legal counsel to ensure adherence to evolving regulations such as the Dodd-Frank Act and the Alternative Investment Fund Managers Directive (AIFMD) for managers operating internationally.

Raising Capital and Investor Relations

Capital raising remains one of the most challenging hurdles for emerging hedge funds. The Wiley Finance guide underscores a strategic approach to investor relations, emphasizing transparency, track record presentation, and alignment of interests through fee structures. Hedge funds traditionally charge a "2 and 20" fee model—2% management fees and 20% performance fees—but newer funds may adopt more flexible arrangements to attract investors.

Effective marketing strategies include leveraging networks, attending industry conferences, and producing comprehensive pitch books. Moreover, maintaining robust investor communications through regular reporting and compliance with anti-money laundering (AML) and know-your-customer (KYC) standards fosters trust and long-term partnerships.

Operational Infrastructure and Risk Management

Beyond legal and marketing considerations, operational readiness is critical for fund stability and scalability. A guide to starting your hedge fund wiley finance dedicates extensive coverage to establishing back-office functions, including trade execution, portfolio accounting, and compliance monitoring. Outsourcing to third-party administrators is common among startups to reduce overhead

and leverage specialized expertise.

Risk management frameworks must be embedded in daily operations, encompassing market risk, liquidity risk, counterparty risk, and operational risk. Sophisticated technology platforms for real-time risk analytics and compliance reporting are recommended. The guide also discusses the role of prime brokers and custodians in facilitating leverage and clearing, highlighting the importance of selecting partners aligned with the fund's strategy and scale.

Comparing Self-Managed vs. Outsourced Solutions

A critical operational decision involves choosing between building an in-house team or outsourcing key functions such as compliance, accounting, and investor relations. While self-management offers greater control and potentially lower long-term costs, it demands significant upfront investment and expertise. Conversely, outsourcing accelerates time-to-market and mitigates risks related to regulatory compliance but may reduce flexibility.

The Wiley Finance guide advises managers to evaluate these options carefully, considering factors such as fund size, strategy complexity, and growth objectives. Emerging funds often adopt a hybrid approach, combining internal oversight with external service providers to balance control and efficiency.

Technology and Data Analytics in Hedge Fund Management

In today's data-driven environment, technology integration is a cornerstone of successful hedge fund operations. The Wiley Finance series highlights the growing importance of algorithmic trading platforms, data analytics tools, and artificial intelligence in enhancing decision-making and operational efficiency.

From portfolio optimization to regulatory reporting, technology solutions reduce errors and provide actionable insights. However, the guide cautions against overreliance on automation without adequate human oversight, especially given the dynamic nature of financial markets and regulatory landscapes.

Evaluating Technology Vendors

Selecting the right technology partner requires due diligence. Key considerations include system scalability, compatibility with existing platforms, cybersecurity measures, and customer support. The guide recommends rigorous vendor assessments and pilot testing before full implementation to ensure seamless integration and data integrity.

Challenges and Risks in Starting a Hedge Fund

Starting a hedge fund is fraught with challenges ranging from capital acquisition to regulatory scrutiny. A guide to starting your hedge fund wiley finance provides a balanced view of these risks while offering practical mitigation strategies.

- **Capital Constraints:** Raising sufficient seed capital often delays fund launch and limits operational flexibility.
- **Regulatory Compliance:** Non-compliance can lead to sanctions, reputational damage, and legal costs.
- **Operational Risk:** Inadequate infrastructure may result in trade errors, reporting inaccuracies, and cybersecurity vulnerabilities.
- **Market Volatility:** Hedge funds must continuously adapt strategies to changing market conditions to protect investor capital.

Understanding these challenges early in the fund formation process enables managers to develop robust contingency plans and maintain investor confidence.

Emerging Trends Influencing Hedge Fund Startups

The hedge fund industry is evolving rapidly, influenced by factors such as increased regulatory oversight, the rise of environmental, social, and governance (ESG) investing, and technological innovation. The Wiley Finance guide contextualizes these trends within fund startup considerations, encouraging managers to incorporate sustainability criteria and technology adoption into their strategic planning.

Additionally, the growing importance of transparency and fee compression is reshaping investor expectations, compelling new funds to differentiate themselves through performance and operational excellence.

In sum, a guide to starting your hedge fund wiley finance serves as a comprehensive manual that demystifies the complexities of launching a hedge fund. By addressing the interplay of legal, operational, and strategic elements, this resource equips fund managers with the knowledge necessary to build resilient and competitive investment vehicles in an increasingly sophisticated marketplace.

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a guide to starting your hedge fund wiley finance: *A Guide to Starting Your Hedge Fund*
Erik Serrano Berntsen, John Thompson, 2015-03-03 Successful hedge fund investing begins with

well-informed strategy A Guide to Starting Your Hedge Fund is a practical, definitive how-to guide, designed to help managers design and launch their own funds, and to help investors select and diligence new funds. The first book to examine the practical aspects of setting up and operating funds with a focus on energy commodity markets, this book scrutinises the due diligence process and comprehensively reviews the opportunities and risks of all energy commodity markets as hedge fund investments. Extensive planning and strategy advice prove invaluable to prospective fund managers and investors alike, and detailed discussion of the markets' constraints help inform procedural decisions. Readers gain insight into practical matters including legal and commercial structures, due diligence, fund raising, operations, and more, allowing them to construct a concrete investment plan before ever touching a penny. Asset managers are looking to energy commodities to provide attractive uncorrelated – if volatile – returns. These high returns, however, are accompanied by high risk. Few investors have experience evaluating these investment opportunities, and few prospective fund managers understand the market fundamentals and their associated risks. This book provides the answers sorely lacking in hedge fund literature, giving investors and fund managers the background they need to make smarter decisions. Understand the markets' structures, opportunities, and risks Develop a comprehensive, well-informed investment strategy Conduct thorough due diligence with a detailed plan Examine the practical aspects of fund raising, legal and tax structure, and more Oil has long been traded by hedge funds, but electricity, the fuels that generate electricity, and the environmental products like emissions allowances and weather derivatives have become the new hot investment strategies. These high returns come with higher risk, but A Guide to Starting Your Hedge Fund ensures participants have essential information at their disposal.

a guide to starting your hedge fund wiley finance: So You Want to Start a Hedge Fund
Ted Seides, 2016-02-29 Helpful, Accessible Guidance for Budding Hedge Funds So You Want to Start a Hedge Fund provides critical lessons and thoughtful insights to those trying to decipher the industry, as well as those seeking to invest in the next generation of high performers. This book foregoes the sensational, headline-grabbing stories about the few billionaire hedge fund managers to reach the top of the field. Instead, it focuses on the much more common travails of start-ups and small investment firms. The successes and failures of a talented group of competitive managers—all highly educated and well trained—show what it takes for managers and allocators to succeed. These accounts include lessons on funding, team development, strategy, performance, and allocation. The hedge fund industry is concentrated in the largest funds, and the big funds are getting bigger. In time, some of these funds will not survive their founders and large sums will get reallocated to a broader selection of different managers. This practical guide outlines the allocation process for fledgling funds, and demonstrates how allocators can avoid pitfalls in their investments. So You Want to Start a Hedge Fund also shows how to: Develop a sound strategy and raise the money you need Gain a real-world perspective about how allocators think and act Structure your team and investment process for success Recognize the patterns of successful start-ups The industry is approaching a significant crossroads. Aggregate growth is slowing and competition is shifting away from industry-wide growth, at the expense of traditional asset classes, to market share capture within the industry. So You Want to Start a Hedge Fund provides guidance for the little funds—the potential future leaders of the industry.

a guide to starting your hedge fund wiley finance: The Little Book of Investing Like the Pros
Joshua Pearl, Joshua Rosenbaum, 2020-02-13 As you have probably noticed, there are quite a few investing books out there. Many of them were written by some of the world's greatest investors. So, why should you read our book? Stock investing is more prevalent than ever, whether directly or indirectly through brokerage accounts, exchange-traded funds, mutual funds, or retirement plans. Despite this, the vast majority of individual investors have no training on how to pick stocks. And, until now, there hasn't been a truly accessible, easy-to-understand resource available to help them. The Little Book of Investing Like the Pros was written to fill this void. We believe the simplicity and accessibility of our stock picking framework is truly unique. Using real-world examples and actual

Wall Street models used by the pros, we teach you how to pick stocks in a highly accessible, step-by-step manner. Our goal is straightforward—to impart the skills necessary for finding high-quality stocks while protecting your portfolio with risk management best practices. Our practical approach is designed to help demystify the investing process, which can be intimidating. This training will help set you apart from others who are largely flying blind. Pilots require extensive training before receiving a license. Doctors must graduate medical school, followed by a multi-year residency. Even those providing professional investment advice require certification. But, anyone can buy a stock without any training whatsoever. While buying stocks on a hunch and a prayer may not endanger your life, it can certainly put your finances at risk.

a guide to starting your hedge fund wiley finance: The Hedge Fund Book Richard C. Wilson, 2010-06-08 An accessible guide to effectively operating in the hedge fund arena Hedge funds are now in the news more than a thousand times a day and yet it is hard to find clear, factual information about how they operate, raise capital, and invest. The Hedge Fund Book provides real-world case studies of various hedge fund managers providing a solid foundation in specialized hedge fund knowledge for both financial professionals and those aspiring to enter this field. It provides an analysis of funds within different phases of their life cycles and investment processes, and examines each cycle in ways that would be informational for marketers as well as investors, bankers, and financial professionals who would like to learn more about day-to-day hedge fund operations Addresses everything you need to know about this popular segment of the financial industry within a case study format Each chapter contains several types of investment and situational analyses, insights and best practices along with a review and test your knowledge section Written by a successful hedge fund consultant and head of one of the largest hedge fund networking groups in the industry with more than 30,000 members This book is required reading for participants within the hedge fund industry's leading designation program, the CHP Designation If you're looking to gain a better understanding of hedge funds, look no further than The Hedge Fund Book.

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managers understand the market fundamentals and their associated risks. This book provides the answers sorely lacking in hedge fund literature, giving investors and fund managers the background they need to make smarter decisions. Understand the markets' structures, opportunities, and risks Develop a comprehensive, well-informed investment strategy Conduct thorough due diligence with a detailed plan Examine the practical aspects of fund raising, legal and tax structure, and more Oil has long been traded by hedge funds, but electricity, the fuels that generate electricity, and the environmental products like emissions allowances and weather derivatives have become the new hot investment strategies. These high returns come with higher risk, but A Guide to Starting Your Hedge Fund ensures participants have essential information at their disposal.

a guide to starting your hedge fund wiley finance: Hedge Fund Modelling and Analysis using MATLAB Paul Darbyshire, David Hampton, 2014-03-27 The second book in Darbyshire and Hampton's Hedge Fund Modelling and Analysis series, Hedge Fund Modelling and Analysis Using MATLAB® takes advantage of the huge library of built-in functions and suite of financial and analytic packages available to MATLAB®. This allows for a more detailed analysis of some of the more computationally intensive and advanced topics, such as hedge fund classification, performance measurement and mean-variance optimisation. Darbyshire and Hampton's first book in the series, Hedge Fund Modelling and Analysis Using Excel & and VBA, is seen as a valuable supplementary text to this book. Starting with an overview of the hedge fund industry the book then looks at a variety of commercially available hedge fund data sources. After covering key statistical techniques and methods, the book discusses mean-variance optimisation, hedge fund classification and performance with an emphasis on risk-adjusted return metrics. Finally, common hedge fund market risk management techniques, such as traditional Value-at-Risk methods, modified extensions and expected shortfall are covered. The book's dedicated website, www.darbyshirehampton.com provides free downloads of all the data and MATLAB® source code, as well as other useful resources. Hedge Fund Modelling and Analysis Using MATLAB® serves as a definitive introductory guide to hedge fund modelling and analysis and will provide investors, industry practitioners and students alike with a useful range of tools and techniques for analysing and estimating alpha and beta sources of return, performing manager ranking and market risk management.

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mysterious world of hedge funds.

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a guide to starting your hedge fund wiley finance: A Trader's Guide to Financial Astrology Larry Pasavento, Shane Smoleny, 2015-01-20 Look to the stars for a whole new approach to market cycle forecasting *A Trader's Guide to Financial Astrology* is the definitive guide to trading market cycles based on astrological data. Written by a highly-respected technical analyst, this book makes the connection between the movements of planets and the volatility of the market. Readers can draw upon one hundred years of historical data as they learn how to spot correlations from the past, and refer to planetary and lunar data for the next five years as they shape their own strategy. The book covers the principles of astrological forecasting as applied to the financial markets, explaining what to watch for and how to interpret planetary and lunar activity, plus expert insight on everyday practical application. A study by the Federal Reserve Bank of Atlanta determined that the U.S. stock markets tend to be negatively affected by geomagnetic storms, and the Royal Bank of Scotland demonstrated that a trading system based on the phases of the moon would have outperformed the market. *A Trader's Guide to Financial Astrology* shows traders how to tap into the planetary forces that influence market activity. Readers will: Learn how planetary and lunar movements relate to the financial markets Draw upon 100 years of historic correlations and five years of forecast data Forecast long-term and short-term activity based on planetary relationships and lunar movement Enter the markets at key turning points, using price patterns and other tools When integrated with technical trading patterns, astrology can be an effective way of shifting perspective and approaching the market differently. For traders who have always wanted to know what to do when Mercury is in retrograde or the moon is new, *A Trader's Guide to Financial Astrology* provides information and insight from a leading market educator.

a guide to starting your hedge fund wiley finance: Structured Finance and Collateralized Debt Obligations Janet M. Tavakoli, 2008-09-22 An up-to-date look at the exploding CDO and structured credit products market In this fully updated Second Edition, financial expert Janet Tavakoli provides readers with a comprehensive look at the CDO and structured credit products market amid recent developments. In addition to a detailed overview of the market, this

book presents key issues in valuing structured financial products and important quality control issues. Tavakoli shares her experiences in this field, as she examines important securitization topics, including the huge increase in CDO arbitrage created by synthetics, the tranches most at risk from new technology, dumping securitizations on bank balance sheets, the abuse of offshore vehicles by companies, the role of hedge funds, critical issues with subprime, Alt-A, and prime mortgage securitizations, and securitizations made possible by new securitization techniques and the Euro. While providing an overview of the market and its dynamic growth, Tavakoli takes the time to explore the types of products now offered, new hedging techniques, and valuation and risk/return issues associated with investment in CDOs and synthetic CDOs.

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The Comprehensive, Up-to-Date Reference for Every Options Trader By Michael C. Thomsett, author of the global best-seller *Getting Started in Options* Illuminates virtually every technique and form of options trading--including options on futures and ETFs Helps you consistently choose the right options strategies and understand your true risks Options offer investors multiple opportunities to enhance their profits. However, options trading is complex, and the sheer scope of available strategies can overwhelm traders. Today, options can support a wide range of strategies, from high risk to conservative. Moreover, options are available not only for stock equities but also for futures, indices, and mutual funds. To trade successfully, traders need an authoritative, up-to-date guide to all the strategies available to them. Now, renowned options expert and best-selling author Michael C. Thomsett has created the definitive reference for options traders at all levels of experience. Thomsett systematically illuminates each key technique and strategy: how trades are structured, how to assess risk, and when each strategy is most applicable. For most strategies, Thomsett presents detailed tables and illustrations identifying profit zones, loss zones, and breakeven points. This book thoroughly explains how option premium develops based on various elements of value, walks through the calculation of returns on options trading, discusses how federal taxation works in the options market, shows how stocks are picked for options trading, and provides a complete glossary and additional resources for traders. Thoroughly Comprehend Options Trading Risks Systematically evaluate risks associated with markets, volatility, inflation, taxation, portfolios, and knowledge Understand All the Elements of Value in an Options Trade Master concepts ranging from time-to-expiration to implied volatility Use the Right Strategies at the Right Time Know when to use covered calls, spreads, straddles, combinations, and synthetic positions The Options Marketplace: History, Evolution, and Trends Understand both the "forest" and the "trees"

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know about hedge funds. Its blend of facts, practical tips, and personal insights takes the mystery out of this often misunderstood investment vehicle and reveals the critical questions to ask before you invest. James P. Owen (Santa Barbara, CA) has more than 30 years of experience in the investment management industry and is Senior Vice President of Broadmark Asset Management. Previously he was President of JPO Inc. and a partner with NWQ Investment Management Company. He is co-founder of the Investment Management Consultants Association (IMCA); author of the financial bestseller, *The Prudent Investor: The Definitive Guide to Professional Investment Management*; and was associate producer of the PBS television series, *Beyond Wall Street: The Art of Investing*

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