

# Diversifying Client Portfolios with CrowdStreet

## Case Study: Weathervane Capital Partners

### The Challenge

When Tom Paulus launched Weathervane Capital Partners in 2008, he was looking to help clients further diversify their portfolios beyond traditional stocks and bonds, the importance of which was underscored by the Great Recession.

In his decades of wealth management experience, Paulus and his team were regularly presented with private equity real estate opportunities by local developers. Once he launched Weathervane, he began to explore the best way to bring his clients, and their portfolios, into the world of commercial real estate. Weathervane ultimately created a general partnership and real estate fund for clients to invest in.

Beginning with an initial investment in a local senior housing project, they launched Weathervane Capital Fund I in 2009. Weathervane and their clients eventually invested in three projects with that first developer. “Those three projects all exited around 2017 very successfully, with great returns. Since then we’ve moved into hotel and retail development investments too.”

Paulus - and his clients - were pleased with the results from their new commercial real estate investment options, but a new challenge emerged: how to effectively and efficiently track and communicate investment performance and information to clients. “Initially we did everything on spreadsheets. We had a share file and small client portal where we would post documents, but it was a cumbersome process and nothing was updated in real-time,” says Paulus, “We wanted a modern dashboard that our clients could use to access the information that was important to them, and that would save us time.”

### The Results: Happy Clients and Time Savings

Among their criteria for a software platform, Weathervane wanted better visualizations of investment information and the ability to look graphically at results. Being able to slice data into various formats and share information seamlessly with clients was a must-have.

“We didn’t want to spend our time trying to manually update spreadsheets. We wanted a system that we could update directly and would present data for both internal and external purposes much more clearly. I’ve been a big proponent of working with technology platform partners for a while now, and I was very happy to find CrowdStreet.” Paulus said.



Weathervane’s client portal on the CrowdStreet platform has been a win for both longtime and new clients.

“It really elevates us as a firm. New investors have been very impressed with the experience and found it very easy to onboard, and longtime clients have loved the upgrade,” says Paulus, “It empowers investors to have the information they want on-demand, presented graphically. It really helps them see their money at work.”

In addition to providing better service to their clients, CrowdStreet has helped Weathervane greatly reduce the time and resources required to provide the high level of service they pride themselves on. “The automation that CrowdStreet enables saves us a lot of time on reporting. We’re able to communicate distributions and quarterly reports much faster and without the risk of errors that a manual process has,” Paulus says.

## The Bonus: Easy Adoption and Onboarding

Paulus had experience with systems convergence in wealth management and was pleased with how easy it was to move onto the CrowdStreet platform. “It was surprisingly painless,” he says, “It’s not always like that but we were able to get up and running in no time.”

As Weathervane sets its sights on the next fund, CrowdStreet is excited to support that growth. “We’re launching bigger funds to more investors and this platform will really help us scale. CrowdStreet brings a level of service to our clients that meets the high standards we’ve set,” says Paulus.



**CrowdStreet is a game-changer. It has allowed our business to better leverage our resources and make us more efficient and to take on many more clients than we would have been able to do on our own.”**

- Tom Paulus, Managing Partner  
Weathervane Capital Partners

## Who is CrowdStreet?

CrowdStreet operates an award-winning online commercial real estate investment marketplace that gives accredited investors access to institutional-quality offerings. CrowdStreet’s technology allows sponsors to raise capital through online syndication and manage their investors, both on the Marketplace and with a SaaS solution. CrowdStreet is helping to create a community where individual accredited investors and CRE firms can work together to build wealth through commercial real estate.

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