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For Immediate Release

**UHNW INVESTORS UP ALTERNATIVE ASSET ALLOCATION IN
INSTITUTE FOR PRIVATE INVESTORS ANNUAL
FAMILY PERFORMANCE TRACKING® SURVEY**

**Investors favor commodities, real estate
Also increase international stocks, decrease cash holdings**

NEW YORK, Jan. 5, 2012 – Ultra-high net worth investors are decreasing their exposure to the U.S. stock market by allocating more of their portfolios to alternative investments, according to the [Institute for Private Investors](#) annual Family Performance Tracking® survey. In this year’s survey, 48% of respondents reported plans to increase their allocation to commodities in 2012, and 45% of respondents to real estate.

Continuing a trend from last year favoring international investment, 44% said they planned to increase their holdings in global equities. Contrary to conventional wisdom given the state of the U.S. market, more than a third of respondents, or 36%, reported plans to decrease their cash holdings.

Now in its 13th year, the IPI Family Performance Tracking® survey, conducted in November, highlights the expectations, returns and asset allocations of IPI member families. IPI provides investment education and networking resources to its national membership of 1,100 ultra-high net worth investors, about 345 private families. IPI member families have minimum investible assets of \$30 million. Four in ten families have assets of \$200 million or more.

Another significant finding in this year’s survey is that 55% of families said they’re looking to increase direct investments in private companies. In addition, investors reported being increasingly bullish on tangible assets such as gold, land and artwork, in addition to commercial and residential real estate.

“The common refrain we’re hearing from investors this year is that they’re decreasing their exposure to public markets and relying less on financial instruments and trading strategies,” said Charlotte Beyer, IPI founder and CEO. “Many investors are continuing to position themselves defensively.”

“Families reported that they’re looking at non-public investments, focusing on direct investments in private companies, along with real estate,” said Mindy Rosenthal, IPI executive director. “More investors said they’re backing real companies with real businesses, including start-ups, and doing so globally.”

In terms of performance, investors expect an average return of 4.9% for their overall portfolio in 2011, compared with an average return of 11.26% in 2010, but considerably higher than the total return of the S&P in 2011 (2.1% inclusive of dividends). Investor outlook for the overall market in the coming year was more positive, with respondents expecting the S&P to return an average of 6.4% in 2012.

About IPI

The Institute for Private Investors (IPI) (www.memberlink.net) is a trusted provider of educational and networking resources for ultra high-net-worth investors and operates as an independent U.S. subsidiary of Campden Wealth. Founded in 1991, IPI provides a safe haven for investors to communicate with each other, and their advisors, about their wealth management approach. IPI offers education and an online network to 1,100 investors and has offices in New York and San Francisco. In 1999, IPI created the nation’s first private wealth management curriculum for principals and continues to collaborate on weeklong programs with The Wharton School at the University of Pennsylvania. An affiliated company, the Investor Education Collaborative, LLC, was formed in 2004 to offer experiential educational formats and online classes.

About Campden Wealth

Campden Wealth (www.campden.com), founded in 1987, provides education, news, research, conferences and other networking opportunities to principals of ultra high-net-worth financial and business-owning families, and the family office executives and trusted advisors who serve them. Campden produces global conferences and proprietary research serving the ultra high-net-worth, multigenerational family community, as well as *Campden FO* (Family Office) and *Campden FB* (Family Business), two market-leading magazines and websites that inform this highly targeted audience. Campden Wealth is a global business with offices in London, New York and Singapore.

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