

TIED AGENT MODEL – The efficient and flexible solution for EU/EEA market access

No one knows your own fund better than you do. So why not market it yourself?

In order to distribute funds to clients in the EU/EEA, authorisation is required. This can involve applying for a costly and time-consuming MiFID licence, or obtaining a regional authorisation that cannot be passported to other countries.

The tied agent model offers a third option, enabling an unregulated company to obtain full market access across the EU/EEA. The company operates under the regulatory umbrella of a MiFID-licensed firm as a tied agent.

- ✓ **Market access:** Access to the entire EU/EEA.
- ✓ **Time to market:** From company incorporation to EU distribution in as little as 2 months.
- ✓ **Brand:** Establish your brand and network in the European market.
- ✓ **Flexible setup:** Choose your target countries, client segments, product universe and sales team.
- ✓ **Cost-efficient:** Setup and maintenance with full cost control.
- ✓ **Liechtenstein advantage:** Swiss asset managers can benefit from special provisions for cross-border commuters.

MAXIMUM EFFICIENCY – FULL MARKET ACCESS!

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Reuss at your side as a partner: When you are trying to establish a foothold in the European market, sound advice is invaluable. As a tied agent you benefit from maximum protection and minimum effort, while we take care of the regulatory hurdles for you.

How does a tied agent model work? We are authorised to distribute a fund. For this purpose, a distribution agreement is concluded with the management company or the global distributor. We then outsource distribution to the tied agent.

What does the tied agent bring? The tied agent is a natural or legal person domiciled in the EU/EEA. A simple limited liability company is sufficient. We are happy to support you with advice and incorporation.

What does fund distribution mean? The tied agent can intermediate financial products to its network of professional clients in the EU/EEA, operating under its own brand. Fund advisory solutions are also possible.

Ready for next-level distribution? Let's get started!

Contact us today!
info@reussprivate.li | reussprivate.li

Seize opportunities. Achieve goals.