



Tied Agent Solutions

Our Solutions to enter markets and retain control over your portfolios

As one of Germany's largest providers of tied agent solutions, the Reuss Group has the expertise to provide first class tied agent solutions for a wide variety of specialty needs.

A tied agent, established in Europe, may operate under the liability of the liability umbrella (Such as Reuss Private Group), using their license to operate in the liability umbrellas name and on their account, in the countries where they are passported to provide financial services.



Unlock the European Market

What is the most (cost and time) efficient way for an unlicensed non-EU entity to engage in investment advice and brokerage activities – i.e.: fund distribution, within Europe?

As a tied agent, under the liability umbrella of Reuss Private Group, you may conduct investment advice and brokerage activities towards retail and professional clients. This allows you to target specific client segments which may be interesting to you, especially when these are not effectively covered by the usual distribution channels / platforms. This method will get your foot into the European market, allowing you to profit from the passporting of Reuss Private Group into jurisdictions you require to fulfill your marketing strategy.

In Addition, the use of tied agents under a European establishment is the first step towards creating a European licensed hub – a strategy where we are experienced in the provision of licensing and substance requirements.

Retain control over your Portfolios without obtaining a Portfolio manager license

After the Management Company, the portfolio manager retains the highest liability, especially when it comes to maintaining adherence with the investment restrictions of a specific product. Therefore, licensing requirements are hard to meet, especially for smaller asset managers, who in turn outsource this function. However, through this outsourcing, a certain amount of control is lost, as the final say in any investment decisions stays with the portfolio manager.

The tied agent solution, as offered by Reuss Private Group, allows the agent to make use of our license to provide advisory functions. An asset manager may therefore, via their tied agent, engage in an advisory function towards the portfolio manager – thereby retaining control over investment decisions for their products.





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Important information regarding Tied Agent Solutions

1 Natural vs. legal persons

A tied agent may be a natural or a legal person. The benefit of a legal person is, that the addition or removal of natural persons under the tied agent.

2 Legal status of the tied agent and establishment

A tied agent is considered a quasi-employee of their liability umbrella. Despite being a legal or natural person themselves, they may only engage in activities in the name and on the account of the respective liability umbrella. For the same reason, regulators require the tied agent to be established either in the same country as the liability umbrella or within a country where they have been passported to. In any case, establishment within the EU is required. However cost-efficient models within Europe (especially Germany) exist for the establishment of a legal person, with capital requirements as low as EUR 1.-

3 Supervision by the liability umbrella

The liability umbrella retains liability for the actions of its tied agents. It is required to supervise the activities of its tied agents and ensure they receive adequate training and adhere to their internal policies and procedures. Therefore, however, the tied agent does not have to establish a compliance monitoring system themselves.

4 What requirements must be fulfilled to become a tied agent?

The tied agent (or the natural persons acting on its behalf) must fulfil strict requirements regarding suitability (the relevant experience and training to conduct their activities) and reliability, as well as being registered by the liability umbrella with the respective supervisory authority.

Profit through Access

We are a solution based business.

Gain Access to new markets, licensing, know-how, fund establishment and distribution solutions, with individualized solutions. We focus on your strategy and specific needs, to provide tailored solutions so you can generate growth.

With Reuss Group, you gain access to select from the entire value chain of specialized fund solutions – from establishment, distribution, advisory, compliance & risk to cross-border access.

Your partners for tied agent solutions



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