

# dakota marketplace

# Transwestern Investment Group



**\$7.3 B** In Assets  
Managed ITD

**2010** Year  
Founded

**24** Employees

## About Transwestern Investment Group

Transwestern Investment Group (TIG®) is a real estate investment adviser with \$5.0 billion of assets under management. The firm serves a broad range of institutional and high-net-worth investors with its fullservice investment management and Transwestern's integrated operating platform. The privately held Transwestern companies have been delivering a higher level of personalized service and innovative real estate solutions since 1978. Through an integrated, customized approach that begins with good ideas, the firm drives value for investors across commercial real estateservices, development, investment management, and opportunistic endeavors for high-net-worth investors. Operating from 33 U.S. offices, Transwestern extends its platform capabilities globally through strategic alliance partners whose unique geographic, cultural, and business expertise fuels creative solutions. Learn more at [transwestern.com](https://transwestern.com) and @Transwestern.

## Transwestern Investment Group + Dakota

Transwestern Investment Group became a Marketplace member in 2022 and has since used the platform to quickly find contact information, educate themselves on areas of the market in which they are not currently active so they're prepared for the future, and keep track of contacts as they make career changes.

### What were you looking for in a data provider?

Transwestern was looking for comprehensive data on investors that they could rely on. One thing they find particularly helpful about Dakota Marketplace is that there is a community that can help keep each other informed through the Member Comments feature. There's been a lot of people making career changes and moving around within the alternative investment industry, and they've found it helpful to have a "team" to keep the data accurate and up to date.

### What problems did Marketplace help you overcome?

Transwestern was looking for a system to help set up new team members up for success in a new role. While new team members may have had contacts from previous roles, they're unable to take any information with them. They've found Dakota Marketplace to be a place where they can easily access the contact information for those existing relationships.

### Why was Marketplace the solution?

Marketplace was the solution because they see it as having a whole team of analysts. They can go into the system, look up a prospective investor, and read the notes to understand who is the best contact for our products. Some members of the team have less experience with the smaller investors RIAs, Private Banks, and Broker Dealers, and while they are not currently focused on the sector, there is a wealth of information to help tackle the channel when ready. Finally, they were already familiar with Salesforce, and having the knowledge on how to navigate the system was hugely helpful.

### What benefits and/or growth have you seen because of Dakota Marketplace?

Marketplace has helped provide Transwestern with information about investors that would typically take at least one call or meeting in terms of what their current objectives are and who is the correct contact at the organization. This helps them best position their firm and what product(s) may be of interest. It saves everyone time.