

Continental Realty Corporation

Real Estate

Continental Realty Corporation is a real estate investment firm dedicated to creating value for their investors through multi-family residential real estate investments. The firm manages the entire property investment cycle, from sourcing opportunities to asset disposition. Established in 1982, the firm has grown over the past ten years into a fund sponsor, leveraging its multi-family

property expertise to expand into property ownership and real estate fund management. Throughout its history, Continental Realty Corporation has participated in numerous transactions totaling billions of dollars, attributing its success to a research-driven approach and a focused strategy in the multi-family residential property market.

Their Challenge

Due to its opaque and ever-shifting nature, the private wealth ecosystem has consistently caused challenges for industry players attempting to prospect into it. As Continental Realty Corporation sought to raise capital for their \$400 million real estate fund, they faced challenges in connecting with the right family offices and high-net-worth investors. The team had tried using other data platforms, but found them lacking in comprehensive contact information & user-friendly functionality. In search of a more robust and intuitive solution, Continental Realty Corporation turned to the FINTRX platform to help them achieve their fundraising goals.

By partnering with FINTRX, Continental Realty Corporation has gained access to over 4,000 family offices, 40,000 RIA & broker dealer firms, and 850,000+ associated contacts & key decision-makers. With this data, the team has been able to efficiently connect with the right family offices and high-net-worth investors, ultimately helping them achieve their fundraising goals for their \$400 million real estate fund. The comprehensive data, user-friendly platform, and exceptional customer service provided by FINTRX have been instrumental in the team's success.

The Outcome

Since integrating FINTRX into their workflow, Continental Realty Corporation has been able to leverage the platform's comprehensive data and user-friendly features to streamline their fundraising efforts. *"We recently added FINTRX to our database, and so far, it has been an excellent platform for keeping our team organized,"* shared Johanna Montenegro, Investor Relations Analyst at Continental. The team has also been impressed with FINTRX's dedication to continuous innovation and attentive customer service. *"We greatly appreciate utilizing a platform like FINTRX, which consistently responds to our requests with exceptional promptness and demonstrates remarkable innovation by continually introducing new features."*

"[FINTRX] has been an excellent platform for keeping our team organized. The assistance from FINTRX has been exceptional, with outstanding responsiveness and attention to detail."



Johanna Montenegro
Investor Relations Analyst
Continental Realty Corporation



About FINTRX

FINTRX is a unified data and research platform, offering extensive data intelligence on **850,000+** family office and investment advisor records, designed to enhance industry professionals' ability to access, map and engage with the global private wealth ecosystem.

With an extensive database of **4,000** family offices, **20,000** family office contacts, **37,000** RIAs and **750,000** registered reps, the **FINTRX database** offers unparalleled access to accurate and actionable information. Equipped with **375+** search filters, FINTRX allows you to seamlessly track the flow of private capital, uncover allocation trends and break down investment data. Our mission is to empower financial professionals by equipping them with the tools and insights needed to effectively engage and connect with potential investors.

FINTRX goes beyond basic contact details, providing in-depth profiles that include investment preferences, asset allocations, historical investment activity and so much more. This allows users to target the most relevant prospects based on specific criteria such as investment strategies, geographies and asset class preferences.






At FINTRX, we remain committed to providing exceptional customer support and ensuring our users have the resources they need to succeed. Join us and experience the transformative power of FINTRX. Together, we can navigate the complexities of the private wealth market and unlock new opportunities for growth and success.

For further insight on how FINTRX can streamline your capital raising efforts, request a demo below.

Schedule Demo



New Platform Tools & Enhancements

-  **Proprietary Private Wealth Group Dataset**
Access **20,000+** private wealth teams and **80,000+** reps within wirehouses & independent aggregators.
-  **AI-Powered Search**
Experience a [new level of search efficiency](#) that understands and processes your natural language queries, delivering relevant results in seconds.
-  **FINTRX 360° LinkedIn Integration**
Enrich your LinkedIn experience with the power of **FINTRX 360°**. Boost networking, build valuable connections, and drive business growth.
-  **Investment Advisor Firm Movement Tracking**
Keep tabs on [industry movements for RIA reps](#) of interest based on changes in CRD number associations.
-  **Monitor Advisor ETF & Equity Portfolios**
Track **13F investment advisor portfolios** and uncover key sales opportunities for your firm.