

Climbing to the top

How SLC Management has become a top 100 asset manager in five years

When Sun Life decided in 2013 to start a third-party asset management company – SLC Management – they were confident about having a strong base in Canada, but eager to grow their presence internationally. In just five years, SLC Management has transformed into a bonafide global asset manager with a significant presence in the U.S., Asia and Europe.

The numbers speak for themselves: SLC Management now has more than 1,000 institutional clients and over \$219-billion¹ in assets under management, making it a top 100-asset management company in the world.



\$219B

Growing asset management business



1000+

Institutional clients

“It’s pretty amazing to look back and see how far we’ve come,” says Eugene Lundrigan, president of Sun Life Capital Management (Canada) Inc., the SLC Management business in Canada, and

was instrumental in helping build the business from its inception.

“We recognized that we could launch our asset management business organically in Canada because we’ve been managing assets successfully for Sun Life’s general account for decades. Our mantra has always been ‘Let’s do for clients what we’ve been doing for ourselves.’”

The challenge, says Lundrigan, was how to build on their established expertise in traditional and alternative asset classes, such as private fixed income, real estate and liability-driven investing, to make a breakthrough in the very competitive global market. The solution was to make strategic acquisitions that were the right “fit” with its existing business, giving the company a significant presence in the U.S. through its U.S. affiliates, where 75 per cent of their clients are now based.

The first three acquisitions – U.S.-based Ryan Labs Asset Management, Prime Advisors, Inc. and North American-based Bentall Kennedy Limited Partnership – were made in 2015. This year, globally-based GreenOak Real Estate was acquired and merged with Bentall Kennedy to create BentallGreenOak.

Ryan Labs and Prime Advisors give SLC Management an edge in the U.S. with public fixed income strategies, while BentallGreenOak is fuelling their growth with mortgages and real estate.

In June, the acquisitions and the Canadian entity Sun Life Capital Management (Canada) Inc. came together under the SLC Management brand, creating a versa-

tile and unified group of asset management companies while retaining each shop’s unique investment strengths.

“We’ve streamlined our organizational structure to enable a high level of collaboration and to bring our complete solution set to clients. But, we have ensured that our investment teams retain autonomy in their areas of investment expertise,” Lundrigan says.

“We know that institutional investors want to deal with fewer managers that have a broader range of capabilities, and that’s exactly the experience that the SLC Management brand offers.”



“As clients enter an environment where there’s probably never been more uncertainty in the market, I think working with trusted partners who’ve been successful through multiple cycles is a real advantage for us and for them,” Lundrigan says.

“We’re an asset manager who knows what it means to be an investor. So just like our clients, SLC Management is driven to meet the long-term financial obligations of those who have entrusted us with that privilege.”

For more information on SLC Management, visit www.slcmanagement.com.



Eugene Lundrigan

President of Sun Life Capital Management (Canada) Inc.

Sun Life has co-invested billions of dollars alongside SLC Management’s clients with the same strategies and asset classes. “In a world where people want you to put your money where your mouth is, I think that co-investment is a tremendous differentiator from a lot of our market competitors,” Lundrigan says.

Looking forward, Lundrigan says they’re in the sweet spot of where the asset management industry is headed today, noting that recent trends show over \$2-trillion in investments have moved into alternative investment funds like their own. There is a

large amount of de-risking going on among institutional investors like corporate pension plans – which make up a large portion of SLC Management’s clients. That also means that the fixed income allocation for those plans is often rising from around 30 per cent to 40 per cent, meaning a lot of money is in motion from SLC Management’s clients.

As uncertainty looms in the global markets, SLC Management’s asset classes are competitive in comparison to typical public bonds and equities in aiming to reduce risk and provide steady returns, Lundrigan says.

¹ The assets under management (AUM) represent the combined AUM of Sun Life Capital Management (Canada) Inc., Sun Life Capital Management (U.S) LLC, Ryan Labs Asset Management, Inc., Prime Advisors, Inc., the Sun Life General Account and BentallGreenOak (pro forma for BentallGreenOak). AUM as of June 30, 2019