

For Immediate Release

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Blue Vault Launches New Research Portal for Alternative Investments

New portal and Snowflake-based data engine allows advisors, enterprises, and asset managers to compare alternatives and move forward with confidence

March 31, 2026 [Cumming, GA] – [Blue Vault](#), a leading aggregator of alternative investment performance data and analysis, today announced the launch of its new research portal, delivering a streamlined, data-rich way for investment advisors, financial services enterprises, and asset managers to evaluate and compare investment opportunities in private credit, real estate, and equity. Blue Vault researches publicly registered nontraded REITs, nontraded BDCs, interval funds, and tender offer funds, and coming in April, DST offerings.

The portal's release marks the first phase of a broader strategy to make Blue Vault's industry-leading market intelligence more accessible to both advisors and asset managers through a modern, flexible architecture. The portal now serves as the primary entry point for professionals who want a concise, practical view of the alternative investments landscape and performance without wading through more data than they need.

“We're excited to reach this point. It's a big deal for wealth advisors. All the things they've never been able to do before when researching, selecting, and tracking alts, can now be done, and the immense time they will save is truly remarkable. There's a seismic shift taking place in the private markets arena today, and the new portal will help advisors capture the opportunity to grow with that shift,” said Stacy Chitty, Co-Founder and CEO of Blue Vault.

Along with providing current and historical data on Blue Vault's four primary product sets, the portal also offers insight into market performance from an asset class perspective. Backed by analysis and commentary financial professionals can't find anywhere else, the portal is the heartbeat of Blue Vault's mission to empower the advisory community and financial services industry by improving the transparency of alts industry data.

“The Blue Vault database helps us separate the facts from the marketing hype when looking at alternative investments. It also helps us stay on top of legacy alts that no longer have wholesalers to provide updates. If you are using or interested in using alternative investments, Blue Vault is a must,” said Frederick E. Hubler, Jr. MBA CWS®, CEO and Chief Wealth Strategist, Creative Capital Wealth Management Group.

DATA ENGINE BUILT FOR ENTERPRISES AND ASSET MANAGERS

Beyond the advisor user experience, the new infrastructure is also built for enterprises and asset managers that want to go deeper than a portal view. Blue Vault's underlying data now resides in Snowflake, enabling custodians,

platforms, and asset managers to access a clean, normalized raw data set directly, feed it into their own analytics environments, and embed Blue Vault intelligence into home office tools, dashboards, and wholesaler workflows.

“While the portal is the ideal front-end for advisors, the data behind it is what really moves the needle for enterprises and asset managers,” Chitty said. “They can feed our data into their platforms, empower wholesalers with better market analytics, and build capabilities we simply couldn’t attempt on our own.”

Blue Vault’s portal was developed in partnership with [Softlab360](#), a specialty consulting and software engineering firm that has been working with financial services firms and other highly-specialized verticals since 2000. Additional consulting services and advice were provided by [The Oasis Group](#), under the guidance of CEO John O’Connell.

As part of its future roadmap, Blue Vault is also developing a new comparative analytics tool that will allow users to conduct more advanced comparisons across products directly in the portal. Similar comparison work is possible today, but remains largely manual. The enhanced tool will be designed to make those comparisons faster, more intuitive, and more scalable. Once again, the development will take place in partnership with Softlab360.

“Partnering on this project has been important to our team because it’s important to the industry,” said Henry Zelikovsky, Founder and CEO of Softlab360. “The new data platform delivers real-time analytics in Tableau and Power BI and supports custom interface development through its Snowflake-based API. It enables users focused on alternative assets to research, evaluate, and select covered funds, and to perform historical look-backs over chosen periods or from fund inception.”

LIVE PORTAL DEMONSTRATION

Blue Vault’s upcoming April webinar offers the opportunity to see a live demonstration of its data portal and learn how the industry’s most successful advisors and firms use Blue Vault research to analyze alternative investments in practice. This session will highlight key tools, real-world use cases, and practical workflows designed to support more informed due diligence and portfolio decisions.

The webinar is scheduled for April 9th at 2 pm Eastern Time. [Register for the webinar.](#)

ABOUT BLUE VAULT

Founded in 2009, Blue Vault is built on the belief that transparency, education, and access are essential for wealth advisors and asset managers who integrate alternative investments into their offerings as they seek to differentiate their brands and find the best solutions for their clients. Blue Vault is committed to providing access to unbiased performance data on investments in private credit, equity, and real estate. Through Blue Vault, financial professionals gain in-depth, performance-based research on publicly registered nontraded REITs, nontraded BDCs, interval funds, tender offer funds, preferred shares, and a growing number of private securities offerings. The company also provides news, insights, ongoing learning opportunities and training to help wealth advisors, asset managers, and enterprises deepen their understanding of alternative investments, stay informed about industry trends and innovations, and make smart, data-driven decisions. For more information, visit www.BlueVaultPartners.com.

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