The Midland Difference

1.5B in assets under custody

Cutting-edge online portal

Dedicated, personal service

Industry Leaders

Since 2002, Midland has collaborated with private investment offerings to provide custody for their investors' investment into alternative assets. We pride ourselves on understanding your needs, providing excellent service to both the investment company and your investors. As the directed custodian, we will never compete against your business. With over a billion dollars in assets under custody, and the experience of servicing tens of thousands of investors nationwide, Midland has the experience and expertise you and your investors deserve.

Source of Capital

Qualified retirement plan rollovers into IRAs continue to increase year-over-year, and will total just under $500 billion by 2020, per estimates from Cerulli Associates. Since most investors are waiting until qualified retirement age to distribute funds from their IRAs, alternative assets can be a great fit for Self-Directed IRA holders. Midland understands your need to raise capital and is a strategic partner that makes the investment process easy for you and your clients.

Personalized Service

We offer a 1-to-1 Dedicated Client Service Representative for every investment manager and their clients. Your Dedicated Rep knows your investment management team, tailors their client service approach to suit you, and works with investors from start to finish to ensure continuity and efficiency in the investment process. Not only do you receive personalized service, you get the fastest processing time in the industry. Investments are processed one business day after receipt of retirement funds and completed investment paperwork.

Cutting-Edge Technology

Our customized online portal, Midland360, makes doing business easy. Your clients have real-time access to their account balances, are able to purchase and sell assets, request distributions, and pay bills online at their convenience. From the investment–management side, every investment manager has an online master account that aggregates referred client accounts, specific asset values, and real-time updates on your clients' investment transactions. You are never in the dark about your clients' accounts and can focus on your primary goal, finding investors. Our portal even gives you real-time updates from your Dedicated Rep so that you know where your clients are at the in the process and what Midland is missing in order to fund.

The Midland Difference

What Investment Managers say about Midland

"I use Midland because of the personal relationship. When I call Midland, I get the same person every time. They know my business, so I don't have to explain anything."

-Managing Partner, Private Equity Firm

"I do business with Midland because they make it easy. They know our product, they know our clients, they know me. I can send them an email asking if they can change something for a client and they always email me back "no problem." I can tell (our rep) that a client wants to invest and she gets it going and makes it happen. I don't have to worry about anything, ever."

-Head of Investor Relations, Real Estate Syndication

"Every time I call, I know there's a familiar voice. You don't have to repeat your story 10 times or go through a series of hoops to get things done. It's no hassle."

-Head of Investor Relations, Hedge Fund

"Working with Midland has been a very positive experience. Unsolicited, we use Midland as our primary custodian. They're flexible, they're personal, they seem to be genuinely good people. We catch up with them on the phone or at lunch from time to time. It's been a positive experience."

-Managing Partner, Private Equity Firm

Contact Midland IRA at 866.839.0429 to find out more about how this process works.