

Bond Case Briefs

Municipal Finance Law Since 1971

BondLink Partners with Municipal Market Analytics to Deliver Innovative Market Insights for Its Issuer Clients.

MMA's research and analysis will be available in client portals, offering detailed weekly overview of market conditions.

BOSTON, Dec. 20, 2018 /PRNewswire/ — BondLink, the sole provider of investor relations (IR) software solutions in the \$4 trillion municipal bond market, today announced a partnership with Concord, Mass.-based Municipal Market Analytics (MMA) to deliver exclusive bond market research and insights to BondLink issuer clients.

The new MMA Market Conditions Index (MCI) gives issuers a concise read of current conditions in the municipal bond market, providing them valuable perspective during the period they are accessing capital by issuing bonds. The elements comprising the MCI are MMA-curated market factors that have historically influenced bond yield movement and investors' perception of value.

"BondLink was founded to help public sector CFO's and finance directors improve how they issue bonds," said Colin MacNaught, BondLink co-founder and CEO. "We empower them with technology and tools they've never had access to before. Through our new partnership with MMA, they can access valuable insight into key market indicators. I know first-hand the quality of MMA's research, and we are excited to partner with them on this premier resource for the betterment of our issuer clients and the market."

MMA is a leading strategic research firm providing expert municipal sector analysis and commentary. Led by industry veteran and thought leader Tom Doe, MMA is a trusted voice across the municipal market. This partnership will further amplify MMA's voice through BondLink's fast-growing platform.

"MMA knows partnering with BondLink and its clients advances the goal of improving dialogue among market participants when utilizing the capital markets," said Tom Doe, Founder and President of MMA. "Our independent, concise, consistent and key insightful data delivers a strong foundation for enabling these better dialogues."

Because most issuers in the municipal bond market issue bonds infrequently and most finance officers have other responsibilities like budgeting and tax collections, it can be difficult to shift gears as a bond sale approaches to gauge bond market conditions. The Market Conditions Index is intended to make that process much more efficient for finance officers and be another helpful information resource in their dialogue with advisors, bankers and underwriters.

The MCI will be provided on a weekly basis exclusively to issuers who subscribe to BondLink. The proprietary index will include insights on market conditions such as bond prices, new-issue supply, secondary market trading, and investor fund flows, to name a few.

Today's announcement is the latest of recent enhancements to BondLink's IR platform. The Boston-based company last month announced new capabilities to help issuers communicate with investors

via digital roadshows; a compliance tool that includes a drag-and-drop upload to the Municipal Securities Rulemaking Board's EMMA® website; and debt management tools including a dynamic investor database.

About BondLink

Led by founders Colin MacNaught, CEO, and Carl Query, CTO, BondLink's cloud-based IR platform provides efficiencies to issuers and investors in the \$4 trillion municipal bond market. Since the launch of its first investor platform two years ago, BondLink has expanded its network across more than 25 different states, in addition to the District of Columbia and the U.S. Virgin Islands. Key clients include the State of California, the City of Chicago, and the University of Texas System. Headquartered in Boston, BondLink is backed by top investors, including Franklin Templeton Investments, one of the largest municipal bond fund managers in the country.

About MMA

Municipal Market Analytics is an independent research firm based in Concord, Mass., founded in 1995. MMA's core business is to provide strategic market and credit analysis and commentary on current, historical and quantitative conditions of the US municipal sector. In 2012, MMA introduced the Portfolio Credit Benchmark, an enterprise risk solution for bank portfolios to meet their regulatory needs pertaining to the credit review of municipal bonds. Also in 2012, MMA established its professional consulting division that provides independent analysis on important municipal issues. The division's projects have involved municipal risk and liquidity management, credit risk assessments and default/loss modeling.

Press Contact:

David Lewis, Director of Marketing
617-597-4900 x1019
dave@bondlink.com
www.bondlink.com

SOURCE BondLink, Inc.

Related Links

<http://www.bondlink.com>

Copyright © 2024 Bond Case Briefs | bondcasebriefs.com