"The purpose of the 2026 PEI Placement Agent Rankings is to inform the market of the most active placement agents globally. Firms are ranked based on how much third-party capital they have raised from limited partners for their GP clients. All PA rankings are split into two main types each year, namely aggregate value of capital raised by asset class, as well the amount raised from a region within each asset class.

Additionally, we will also be compiling a global ranking showcasing the top placement agents which raised capital specifically for ""emerging managers"", defined as a fund manager with three or fewer main funds raised from institutional investors.

We only take into account ""new capital"" raised for funds that held a final close in the calendar year of 2025 as well as funds that were in the fundraising period up until the end of the counting period.

“New capital” is defined as an LP investing into a fund series for the first time. Re-ups within the same fund series do not count towards your firm’s new capital.

All vehicles that your firm has advised on must meet our criteria to be accepted. This means we only count closed-ended funds for which the fund manager has full discretion over the investment process, from selection over management to exit. As a consequence, we only accept blind-pool funds in which LPs cannot exercise investment decisions and have no liquidity options before the end of the (multiple years long but finite) fund life, without approval from the GP. Funds must invest solely into private assets. LP capital does not need to have been called or deployed to count.

Importantly, the following fund types and/or transactions are explicitly not accepted: Hedge funds, CLOs, Joint Ventures, BDCs, continuation funds / GP-led deals, secondary transactions, secondary advisory / liquidity solutions, deal by deal opportunities, M&A advisory, open-ended fundraising.