

E 5 A

INTEGRATED  
MARKETING



**RAISING CAPITAL  
IN REAL ESTATE –  
THE EVOLUTION**

# SYSTEMATIC, DATA-DRIVEN INVESTOR ACQUISITION – TOUCHING NEW GROUND WITHOUT BREAKING IT.

There is a new world of opportunities in the Real Estate industry to raise equity and debt capital. E5A is experienced in expanding your investor inner circle or raising a fund.\*

E5A brings new investors “under your tent” and at scale, that you couldn’t meet without our proprietary methodology. Using data science, E5A engages the right potential investors who may also be potential clients, industry influentials or long-term serial partners. We create a dynamic ecosystem of supporters/investors and efficiently assist in raising the capital you are seeking. We also create the investor base you seek to fund projects; for years, and funds to come.

E5A identifies, categorizes and tracks investor behavior from “unaware” to “investor” in your offering. This enables our process to optimally re-engage the entire universe of carefully data-targeted potential investors appropriately and effectively.

Our front-end marketing entails creating awareness and esteem, education about your firm and investment process, bringing the right investors to the deal room or your conference room to ensure that both parties are absolutely clear in the investment. Our back-end marketing encompasses guiding investors through diligence, vetting through our carefully thought-out decision tree.



31 West 34th Street, 7th Floor  
New York, NY 10001

\*E5A is an advertising agency. E5A works closely with broker-dealers, lawyers and other compliance professionals to conform to all prevailing regulations in Reg D and Reg A+ offerings. E5A assists in the capital raising process. We are not a broker-dealer and therefore cannot accept performance-based compensation. E5A teams with several broker-dealers, which handle the physical capital raise, escrow, AML suitability and other critical regulatory functions.

© 2021 E5A Integrated Marketing. All rights reserved.

# MODERN REAL ESTATE CAPITAL RAISING

Many real estate professionals are modernizing their strategy to raise capital or AUM for their projects and funds.

Historically, merchant and investment banks have been the staple for real estate firms and private equity managers to raise capital. Everyday, we are targeting all investor segments. Real estate companies are now able to raise capital using general solicitation, no longer limiting their efforts to people in which they have a prior relationship. These new processes have tore down barriers, unleashing new data-driven approaches.

E5A directly targets the precise investor segment desired: institutions, advisors, qualified, accredited, or now with Reg A+, non-accredited investors. We market specific properties, eREITs and funds, without the noise associated with the dozens of deals listed on web portals or the numerous, simultaneous offerings promoted by money raisers. E5A leverages a systematic, data-driven methodology to optimize its efforts. E5A can target each of these groups for you, at scale, simultaneously.

## Predictive Analysis

E5A has developed a series of formulas to forecast the number of touchpoints, reach and repetition required to fill your offering. This reveals and illustrates every interim step, facilitating a plan of action. With each investor touchpoint, we communicate important differentiating facts, bringing them further along the path to investing.

As former portfolio managers and analysts, we developed an equity market beating multifactor model. It is from this type of problem solving that we developed E5A's proprietary methodology and the math that supports it. Included with every engagement are schedules, with roles and responsibilities, and specific action steps to keep everyone in sync.

## We are the “Anti-Portal”

Some real estate firms seeking new sources of capital may tap into the hundreds of real estate crowdfunding portals that list numerous competing “investment opportunities,” with the mindset that they are aggregators of opportunities, assuming that the right investors will find their right fit. Their business model depends on many issuers sharing their investors with each other. We believe listing your deal and bringing in your investors primarily benefits the portal, rather than you as the issuer. They capture your investors for their immediate and future use, pitching them competing offerings and bringing few new, qualified and appropriate investors to you.



# ENGAGING INVESTORS AND GROWING YOUR INNER CIRCLE

Our strategy utilizes precision data targeting, creative storytelling and deploys strategic media to execute our proven decision tree-based methodology. E5A develops campaigns, that are nuanced, refined, tested, and optimized for delivering new investors. Our process is systematically assessed and optimized, keeping investors continually engaged, until they invest or self-identify their interest.

## Institutions & Their Consultants

E5A has the expertise and experience to target all appropriate consultants for family offices, endowments and foundations, insurance companies, public funds and other institutions with precision. Proper planning, positioning, messaging, and execution bring your firm the greatest reach and sets up the optimal perception of your firm before personal contact. This brings investors further on the path from being unaware of your firm and its offerings, to fully informed with a positive impression, expediting the allocating process. **Our deliverable: a list of exactly which institutions and consultants are interested in your offering.**

## Qualified and Accredited Investors (Reg D)

Regulation D allows companies to raise capital through selling equity or debt securities directly to accredited investors. Regulation D offerings are frequently used by real estate firms to fund acquisitions, upgrades, recaps and other projects. E5A casts a precision net, at scale, to reach your target segment of accredited investors. We have identified 650,000 qualified investors (over \$5 million of investable assets) and over 8 million of the 12.5 million accredited investors. **Our deliverable: fully educated investors into the dealroom.**

## Unaccredited Investors (Reg A+)

Regulation A+ enables the public to invest in private offerings or eREITs, leveling the playing field for all investors. Up to \$50 million in capital can be raised under a Reg A+. We design your strategy to target investors that are specifically interested or should have an affinity to your offering. **Our deliverable: fully educated investors clicking the “invest” button.**

## Controlling Your Cost of Capital

Regardless of target investor group, our integrated process of testing, measuring, refining, and optimizing is applied to maximize your offering’s effectiveness and minimize your spend on marketing the offering, ultimately reducing your cost of capital. As most real estate firms are “serial issuers of securities” our process of expanding your inner circle of investors becomes more efficient over time. This is designed to reduce time and cost of capital for future capital raises.

To create highly targeted messaging, we onboard each of our clients through a workshop that uncovers all of your differentiating factors and benefits. This allows our team to produce a strategy with compelling on-target messages. E5A is always testing, measuring, refining, and optimizing.