

Self-Directed Syndication



Introduction

Why put together a syndication?

The simple answer is- there is no way an entrepreneur can assemble large sums of money and control large real estate deals as through syndication.

How does one do it?

The Real Connex Syndication model is designed to simplify a complicated business that involves securities law, real estate law, partnership and corporate law, real estate knowledge and the sensible application of assembling a team to add know-how to your efforts.

Your advisor will take you through the technical issues, the capital structuring issues, the waterfall calculations and other profit-sharing opportunities. You will be taught how to raise money from accredited investors and you will be told the risks involved. You will be provided the legal forms and how to address SEC and state blue-sky securities laws.

You will be advised about the expense and time required and we will help you navigate in an area of real estate that little has been written about and many mistakes have been made.

1. Pre-Engagement

ASSESS YOUR TEAM

- Do you have a team that is capable, committed, and credible?
- Is your team 100% into raising capital using Self-Directed Syndication?
- Is there a compelling spokesperson on your team?
- Do you have friends and family who will support your project?
- Do you have partners or lead investors that you can invest?
- What is the minimum you need to raise to successfully to complete your project?
- How much do you need to raise from LP investors?

CAMPAIGN AND PORTAL DOCUMENTS NEEDED (in electronic form)

- Entity formation documents, material agreements, CV or resumes of all key people on your team
- Business plan
- Financial statements
- Business summary
- Elevator pitch
- Pitch deck and, ideally pitch video ;
- Website information, campaign email messages, videos, press releases, tweets, and other social media posts.

CONTACTS:

- Legal Counsel, Accountant, and other Key Professionals
- Consider internal resources and any contract specialist that can assist with promotion, Social Media, PR and other needs.
- Your legal counsel should review your incorporation and other documents to ensure they are compatible with raising capital and syndication.
- Do not forget to have legal counsel review your website and social media material for securities law non-compliance issues.
- Have legal counsel review all campaign materials.
- Have accountant review all financial statements or financial materials to be included as part of campaign.
- Make all necessary changes to key documents, website, and social media sites.

2. Soft Launch

- Host an event your early supporters.
- Send out media press releases.
- Post your offering to the Portal
- Reach out to early supporters by telephone and email to remind them to invest or to help by sharing your campaign with their network.

3. Public Launch

- Send out your initial email blast to those most likely to contribute .
- Initiate social media campaign and regularly update.
- Respond to any and all inquiries from potential investors.
- Hold webinar(s) to inform and educate potential investors.
- Reach out to press for coverage.
- New content should be posted on funding portal several times /week of campaign to keep momentum going.
- Remind contacts that showed support but have not invested to invest