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INTEGRATED  
MARKETING

Systematic, Data-Driven,  
*Real Estate  
Investor  
Acquisition*



# Systematic, Data-Driven Investor Acquisition

## *Touching new ground without breaking it.*

There is a new world of opportunities in the Commercial Real Estate Industry to raise equity and debt capital. E5A is highly experienced in supporting raising capital and AUM for PERE, ETF, REIT, and other structures.\*

E5A brings new investors to you at scale, that you couldn't meet without our proprietary methodology. Leveraging data science, E5A engages your highest probability potential investors, typically using E5A's own data. As an investor acquisition firm, the investors acquired are your direct relationships that may fund projects, for years, and funds to come.

E5A identifies, categorizes, and tracks investor behavior from "unaware" of your firm to "investor" in your offering.

This enables our process to optimally re-engage and nurture our carefully data-targeted prospects appropriately and effectively. Our front-end marketing creates awareness and esteem, education about your firm and investment process, and brings the right investors into your fund. Our back-end marketing guides investors through diligence, vetting-through our carefully thought-out decision tree.



**E5A** INTEGRATED  
MARKETING

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

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# Modern Real Estate Capital Raising

Many real estate professionals are modernizing their strategy to raise capital or AUM.

Historically, merchant and investment banks have been the staple for real estate firms and private equity managers to raise capital. Every day, E5A is targeting all investor segments appropriate for our clients. Real estate companies are now able to raise capital using general solicitation, no longer limiting their efforts to people with whom they have prior relationships. These new processes have torn 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, REITs, 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.

## *E5A's Process*

E5A has developed a series of formulas to blanket key touchpoints, reach, and communications required to fill your offering. With each investor touchpoint, we communicate important differentiating information, encouraging them 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 and data analysis that we developed E5A's methodology and the math that supports it. Included with every engagement are schedules, with roles and responsibilities, and specific check-in points to keep everyone in sync.

## *E5A's Data*

Our data team creates custom audiences, the backbone of which is our in-house proprietary data. It consists of first-party datasets. This includes institutions such as family offices and advisors by custodial relationships and AUM.

Our multimillion high net worth data includes: doctors, dentists, retirees, education-level targeting, professional-level targeting and is the foundation of our direct to retail capital raises in North America.

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# Engaging Investors & 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 for a sales team.

## *Institutions & Their Consultants*

E5A has the expertise and experience targeting family offices, endowments and foundations, insurance companies, public funds and other institutions with precision. Institutional-speak is far different from retail or advisor language. E5A's planning, positioning, messaging, and execution bring your firm the greatest reach and sets up the optimal perception of your firm before your market team makes contact, or prospects reach out to them. This brings investors further on the path from being unaware of your firm and its offerings, to expediting the allocating process. Our deliverable: a list of exactly which institutions and consultants are interested in your offering.

## *Qualified & Accredited Investors (Reg D)*

Regulation D allows companies to raise capital through selling equity or debt securities directly to qualified and accredited investors. E5A casts multiple precision nets, 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. Most of this audience is in our proprietary data.

## *Unaccredited Investors (Reg A+)*

Regulation A+ enables the public to invest in private offerings or REITs, leveling the playing field for all investors. Up to \$75 million in capital can be raised under Reg A+. We have millions of income-seeking investors in our database, most of whom are near the accredited threshold.

## *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 paid media, which is typically the largest expenditure.

As most real estate firms are "serial issuers of securities" meaning consistently raising capital, our process of expanding your investors base, frequently by large numbers of new investors, becomes significantly more efficient over time. As the bases grows, it reduces the time and cost of capital for future raises.

## *E5A's Highly-Targeted Messaging*

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.