Calling The Capital

20 Ways To Incorporate Urgency Into Your Capital Raise Without Sounding Desperate

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Calling the Capital

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There are many ways to sell an opportunity to an prospective investor; however, there are just as many ways to complicate selling your opportunity. This guide is meant to focus you on identifying the high points in your deal and crafting a defined strategy to through a thoughtful narrative around your opportunities, making them more compelling for your investors.

Although this handbook is intended for founders and CEOs, investment managers, or anyone raising capital around venture, private equity or commercial real estate will be able to benefit. A lot of the lessons and strategies you learn here will be applicable to other industries, the only limit frankly is your imagination.

THE SQUEAKY WHEEL ALWAYS GETS THE GREASE

We live in a soundbite, MTV generation that has to deal with thousands of messages each day. The importance of crafting your message in an immediately understandable and impactful way has never been more important. Based on my experience, unless you can get into the mind of your investor, all your other marketing efforts will be wasted—no matter how well you execute them.

In actuality, you're going to find out quickly that raising capital isn't as hard. It's choosing which deals to put it into that takes the most skill, and to learn that part of the business I would urge you to go to SalvatoreBuscemi.com/books to discover how the pieces are put together when structuring your funds.

THE REASON BEHIND THIS GUIDE

In 2013, I had to give back tens of millions of dollars in equity I raised for a portfolio of necessity-driven retail centers that are part convenience store with pharmacies, similar to a CVS or Walgreens. I was outbid by others who frankly didn't know what they were doing and were using their own home loans and a combination of other people's money – who I'm sure were equally as clueless.

I knew at that point if I had gone through with the deal, my investors would never come out alive if anything slightly negative happened, such as a dramatic increase in interest rates as we're seeing now.

This was right at the time that Bitcoin was starting its meteoric ascent and it was prohibitively difficult to capture most investors' attention. So I pivoted and started making private direct investments into earlier-staged life science companies and other venture opportunities with partners I've known for years.

One of the hardest things in the world to raise money around is venture, and especially earlier staged life sciences companies. However, life sciences also happens to be the most profitable and prestigious. But it's also high risk. In addition to that, nobody wants to invest in earlier stage life science companies or device companies because they don't want to be reminded of and relive high school biology and chemistry. I found that there needed to be a way to hold their attention and get them to write the check in time for us to not lose our reputation with any of our CEOs.

This handbook is the culmination of over 20 years of capital raising experience into private equity, commercial real estate and high-risk venture opportunities which details 20 of the strategies we've developed and refined over that period of time.

Each deal is unique as a snowflake, and if you just apply one of these techniques to your offerings, you're going to see a noticeable difference in the amount of money you're able to raise, perhaps in a shorter period of time.

Have some ideas? I'd love to hear from you at sal@investinglegacy.com.

THE DIFFERENCE BETWEEN MANIPULATION AND PERSUASION

Today in a social media world rife with all sorts of information it's very difficult to really understand the difference between being persuasive and being manipulative.

Let me put this into an example for you. If you go to a boat show looking to buy a boat, you know that you're going to see salespeople there who are going to be pleasant and attractive, and they will patronize you. Whether you went to the boat show with the intent to perhaps buy a boat or not isn’t really important; however you expect to be persuaded a little bit. It's part of the experience. Same thing with expensive cars or anything else with a high-perceived status.

Don’t think this is important? Let’s think about the opposite. How many times have we heard of a store who’s sales staff is so snobby, they refuse to greet the customer? How does the customer feel after that? Annoyed. Because they expected to be persuaded to buy something on impulse.

On the other hand, someone who's being manipulated means that only one side wins, someone got taken advantage of and, presumably, that usually triggers a lot of anger and resentment. Do not manipulate your investors as they all talk to each other, and I’ve seen this backfire so many times that it still makes we wince just thinking about it. Make sure you use these strategies for good.

HOW TO GET THE MOST OUT OF THIS GUIDE

Selling and persuasion is a high-leverage skill that must be learned like any other important entrepreneurial skill set. So my word of caution for any aspiring investors or entrepreneurs is to not outsource this the first time, but do it yourself so that it gives you the critical experience you need. Take the shortcut the next time, but not the first.

Additionally try stacking any one of these stratgies with one or two others and watch your capital raise run faster and smoother. Again, the possibilities are as endless as your imagination as you dial in what your investors trigger points are.

Different Types of Scarcity

For raising capital for investment into an opportunity, there are generally 3 kinds of scarcity that exist legitimately.

1. **Supply-related scarcity.**

   This form of scarcity occurs when there are not that many products available due to a shortage. You know it when you see it because this is often reflected in such phrases as “supplies are limited,” and “while supplies last.”

2. **Time-related scarcity.**

   This type of scarcity derives from a product promotion, limited availability, or level of supply during an allotted window of time. The time restriction results in scarcity.

3. **Demand-related scarcity.**

   This form of scarcity is defined as a shortage resulting from popularity and high demand. In other words, the demand exceeds the product’s supply.

   In the investment world, we say that something is oversubscribed. That means there’s more money coming in and if that’s the case, this offering will be closed so as to not push out or current investors who moved quickly.

One note here on scarcity: As powerful as scarcity is, it is a force that is extremely fragile. Using scarcity in marketing messages is a risk—one that should be carefully considered and mitigated. Scarcity must be validated by the person on the receiving end of your message through signals that prove there is some type of limited availability.

Now let's get on with these 20 tactics so you can start structuring your deals immediately.

1. **Always use deadlines.**

   This is an example of time-related scarcity.

   If you do not have a deadline, you will fail. This is the biggest novice move and no surprise I put it first here.

   For years I've are CEOs and real estate guys totally discouraged because they couldn't raise money from anyone they met at these higher-ticket investment conferences. Everything must have a deadline, it's the ultimate negotiation tool.

   Deadlines don't define the boundaries of the deal, but of your relationship with the investor. If you don't layout your deadlines conspicuously in your email campaigns and all other communications, then your investors will think you'll always be there and, implicitly, you destroy any status you had with them.

   Put it in all of your emails. Remind investors on the phone. And don't be surprised if most of your investors commit closer to that deadline as its human nature to procrastinate until the last minute.

   Here's an example of what I would put in the center of my emails. Its ugly, but people will notice it.

   DEADLINE FOR FUNDING: January 31, 5pm New York City Time.

2. **Use investment tranches.**

   If you're offering a private placement or any other type of private investment, it's finite. You can only offer what your documents say you can offer or what your board authorizes. And sometimes this can be problematic if the cover of your prospectus says "$5,000,000" but you've not raised even $500,000 yet.

   In practice, when getting people to part with their investment dollars, you can say that there are only so many investment units available in your private placement.

In fact, making sure to gently remind that your prospective investors know that your allotment into a deal is only so much, and that the allotment is getting full will hasten the time for them to get into your opportunity.

What you have to do is you have to add deadlines and tranches breaking out each deal and the way you do this is by setting up a minimum of two tranches. Setting up two tranches with deadlines is all you need to really get started here.

To do this correctly, first what you need to do is you need to come up with deadlines first for each tranche one tranche has a deadline earlier than the other. Your first tranche also will have all of the bonuses and everything that people need stacked into that first tranche meaning if they're not in the first tranche and miss all the deal toys and any sort of other special circumstances that we'll talk about later on.

In real estate this could be giving investors a deal toy, combined with all sorts of other things that don't affect the economic impact. One of the things you never want to do in this business is negotiate down your management fees. Because that will just put you in a very tight circumstance as there's inflation in everything today as it relates to managing money.

Regarding timing, I wouldn’t recommend doing anything with a fuse shorter than 60 days when starting out unless you have a strong relationship with your investors and have done such quick closings before with them. If you’ve not, then you should find another opportunity to work on.

That may affect the availability or value of the investment. Good news coming in next month means that there could be a value inflection that will cost your investors more to get into if they wait.

3. **Stress the potential for missed opportunities if the investment is not acted upon immediately.**

   Many people are wishy-washy it seems. However, you need to be able to still capture their attention. If they haven’t pulled the trigger yet on any of your opportunities, you may have to tell them frankly that this is how you make a living.

You need to trust them more than they trust you as your reputation is on the line. In the real world, this could sound like the following:

"Look, I have a deal to close here, but I need you to commit to something soon because my other investors expect me to spend more time with them than you. I'm sure you can understand."

Or, put another way: only existing investors will be permitted to invest in our next [insert name of incredible opportunity here]. They get the right of first refusal now for such an exclusive opportunity because they can be trusted to move fast as they have and hence that's why they will be seeing more exclusive opportunities first. He who holds the gold makes the rules, and those are your current investors who have invested prior in your opportunities.

4. **Offer incentives for investing quickly, such as bonuses.**

   You don't create urgency with discounts. This doesn't mean lowering your fees, so you go broke, that's a novice play. Because everyone needs to have a business plan, and everyone expects a CEO to be able to keep the lights on. But perhaps change the incentives on your deal so they can't help but move faster.

   When I set up Dandrew Partners Encore Ventures, I purposely changed the incentive structure, or carry, to show more of an alignment of interest with my investors. To do this, I told my investors they would have to make 200% on their invested capital before I would make a dime on any splits.

   When explained that way, subscriptions came in much faster. Everything after that was straight due diligence, no more hemming and hawing or having to fight for attention. I immediately addressed what they were sensitive about upfront, in my own way. It was the hook I needed. Today, our direct investments use a variety of similar structures that have been developed to be fair, using a combination of flat rates and sliding scales, some with expense caps. The secret? Make it fair and easy to explain.

5. **Mention any regulatory or legal factors that may affect the availability or value of the investment.**

   It goes without saying that all of this should be laid out. Most people don't, and assume the investors know what they don't know. In real estate this looks like 1031 exchange deadlines, or recent tax code changes being proposed. Perhaps how interest rates are rising/dropping with an explanation of how these relate to the performance of your investment opportunity.

If there are any regulatory deadlines that need to be met, let the law or the agency do the heavy lifting for you. Detail it so it is loud and clear to your investors.

6. **Mention any partnerships or collaborations that may enhance the value of the investment.**

When raising money, family offices are major players today as they are incredibly agile and add a lot of reputational capital when investing into businesses that match their core industry. This could be like sports owners investing into AI-based sports recruiting companies. They know the pain points of the business and are constantly looking for innovative ways to improve those inefficiencies.

Mention the family offices or institutions who have led this investment with their checkbooks. Who wrote the biggest check? Let people know if you've successfully raised money for this in the past. Although they will never tell you publicly, people love to dogpile on top of people who are smarter and more experience than they are. Any Reddit chatroom on trading stocks proves this point.

If an investor gave you a commitment that you can show to your investors, then that is powerful. This usually comes in the form of term sheets from larger investors and well-established family offices who are sophisticated.

"Look I know you're on vacation however there are very wealthy people and sophisticated investors in this deal who have already committed and who are not used to waiting and are used to working with professionals. Do you think you'll be able to get this closed before [insert date]?

Also, place who else is on their board. Any persons of significance to the investment like another recognized CEO, investor, etc.? Describe how this increases the company's profile.

Highlight any partnerships or collaborations that may increase the value of the investment over time. Investors love looking at the CEO's prior experiences. The more you can prove that your CEO or sponsors have the experience the better they will sleep at night.

7. Emphasize the expertise and track record of the team or organization behind the investment.

A great example of demand-related scarcity. As I wrote about in my third book, *Investing Legacy: How the .001% Invest*, higher net worth investors secretly are still looking for legitimacy, and many of the investments they make will be because it's perceived to give them an immediate elevation of status. They may not post it on Instagram, but it's being shown on WhatsApp to friends, colleagues and exes.

You need to create for your investors a narrative that "your CEO is better than their CEO" in a way that they can tell their friends. People love to drop names, because it's impressive, but also part of a story that they have created to make themselves appear more connected, smarter, and hence, more attractive.

For example, in our venture deals, all our CEOs have a several exits under their belts. Thomas Forest Farb-Horch, CEO of Thrive Biosciences has had 15 exits, seven of which were unicorns, meaning they had over a billion-dollar valuation at the time of IPO or sale to another company.

Telling people that they're investing into a company which could be the CEO's next unicorn is usually the quick dopamine hit they need to write the check. This is also critical because all risk is human, and you need to use your CEO's credibility to show a track record of success in any economic climate if you can.

In real estate, create a rule and talk about how this investment opportunity fits all 3 of the rules. Or just use mine:

1. **Sponsor has an audited track record.**
   Shows their experience in that sub-asset class.

2. **The sponsor or operator is making a strong capital contribution.**
   He or she has skin in the game too.

3. **Your sponsor or operator has been through at least two economic downcycles.**
   They have the experience and network to navigate themselves out of tight spots.

8. Use persuasive language and storytelling to convey the potential benefits of the investment.

Getting back to my life sciences issues, no one wants to be quant-splained into investing into any deal. So you have to tell a story in a way that makes sense to the investors, your involvement in this – including the next steps they need to take. Make it so they can explain it to their spouses and now you have an enlightened investor. This way they become involved too.

Author Joe Lazuskas in his blog, The Neuroscience of Storytelling, explains that storytelling is seen as this wishy-washy ephemeral thing, but that's actually not true. As human beings we are programmed for stories.

Essentially our brains run on electrical pulses, and when we hear stories, our brains light up. Neuroscientists have this saying that neurons that fire together, wire together. So, when we're hearing a story and our brain is lighting up, you have all of these neurons that are then wiring together, which triggers us to remember more of the information we're getting.

Stories do another thing: They trigger the release of this neurochemical called oxytocin, which is known in some circles as the "love drug".

Therefore, a narrative is far more memorable to any investor than any facts, figures, or acronyms that they will hear.

When the investor goes home, they will try to find a way to become a part of that story, if told correctly. Just like in Hollywood when any Star Wars series is released.

For a burgeoning start up, for example, this might be explaining why the CEO is starting his eighth unicorn.

In real estate it could be why this particular apartment building is in distress, in a way that is memorable and makes sense to the investor. Talk about the story of the development, how it came to be and why it's the most coveted piece in your area? Do you have any historical renderings that you can show to investors in an email that talks about how this property will be restored to its modern glory? Showcase that.

Practice storytelling on your deal with your close friends and family to hone these skills. Everyone loves a story, and perhaps leading in with a story won't bore your investors so much, whether you're sitting in front of them, on a Zoom, or just a phone call. Those who have gone through public speaking courses know that the best way to grab the audience's attention is through telling a story.

9. **Mention any exclusive access or privileges that the investment offers.**

   In the case of Bectas Pharmaceuticals, there was a need a lot of money within 30 days. One of the founders of this company is Dr. James Allison who was the 2018 Nobel Prize Winner for Physiology or Medicine. To make it incredibly persuasive and compelling for investors to take action, and to take a shot at a 7-figure investment check, we offered the first investor to make a minimum investment of $1 million a lunch with Dr. Allison at MD Anderson in Austin, Texas.

   Notice I said first. That implies a lot of interest. Not just any investor that writes a check for $1 million. Worst case, you set up another lunch for that other "whale" investor.

   In reality, what they really want is status. Of course, we've done an investment into another one of his companies before and I can tell you status is a very powerful drug. Provoke envy and make your investors look like rockstars first.

10. **Highlight the potential for the investment to provide long-term financial security.**

    What this looks like: Do you want tenants poorer than you paying you rent, or tenants who are richer than you are? Before the pandemic we invested into a Class A 166,000 square foot industrial facility in Las Vegas. The yield on it was supposed to be, and was underwritten for, 7.5%. Since then, our investors have seen returns in excess of that.

    However, before then when I was talking to mostly multifamily investors. They really couldn't get their head around anything that didn't have double digits in real estate. They would say "Sal, this guy is going to promise me a 17% return in a multifamily value-added deal... why should I take 7.5% from you?"

    I simply asked them "do you want tenants poorer than you paying you rent or tenants who are richer than you are?"

That sold the deal without having to make any additional promises or any other novice moves.

11. **Use case studies or success stories and testimonials from previous investors to demonstrate the potential of the opportunity.**

    You should have a video testimonial file that you can show to prospective investors on demand, but more so to be included into an email sequence of when they first opt into your website to receive your emails.

    Like these here and here .

    If you're working with high-status investors, your videos should show those same investors appearing in your testimonials to show that you're accustomed to working a more sophisticated level, which will make any of your unsophisticated investors comfortable that you know what you're doing. Just like what we discussed in number 7 above.

12. **Highlight the potential for the investment to sell out quickly.**

    Everyone and I do mean everyone have a fear of missing out ingrained in their DNA. Turns out, we like something more when we can't take it for granted.

    Use current economic or outside factors you can point the finger at, such as if there is a larger, more sophisticated investor coming in who is making the rules; other investors will come in too. Because investors of all shapes and sizes love name brand investors who are best in class in their niche or field. It gives them a creature comfort knowing there are investors who are perceived to be smarter than they are to be in the deal.

13. **Emphasize the potential for the investment to provide a strong exit strategy.**

    Investors too want the glory of exiting a private investment. Stack this strategy with experienced and strong real estate sponsors or entrepreneurs and founders, as providing a certainty that there will be an exit because of the track record and pedigree of your CEOs or real estate sponsors.

    CEOs with lots of exits attract investors the fastest as their track record is a dog whistle to those investors saying that this serial entrepreneur is looking to sell as soon as practicable. It's the experience that counts which many first time CEOs don't have the privilege yet speaking about.

14. Mention any potential for the investment to provide a unique or exclusive experience.

During a hot August my partners and I found ourselves to be in privileged position to invest into a company called AiScout.io. The roster of teams AiScout.io had secured contracts with and the investors that led this company made it very exclusive.

In most cultures, people usually take off all of August and it was going to be prohibitive for us to capture any of their attention.

On Wall Street there is a tradition of sending out what's called "deal toys" to celebrate the investment. These are usually overpriced acrylic pieces that make great paper weights.

Your investors will not want to miss out on any of your deals if you design your deal toys to be collectable.

However, no piece of acrylic was going to be able to help me get the attention from my investors in a credible way.

To get those investors to close by the end of August, we told our investors that they would get a Chelsea Football Club jersey autographed by the entire team.

Custom is best. Try to personalize each gift if you can as it adds an incredibly high-perceived value as these toys elevate your investors' status immediately.

This was the premium or freebie that all that was needed, as now investors were scrambling not to invest with us, but to get one of the limited jerseys that would be available only for those who closed before August 31st.

Offering something so exclusive to our investors pushed them over the edge to start diligence and working with us on our timeline. Or rather in this case, our target company's timeline.

Because in the back of their heads, they were already thinking about who they would show off this special gift to.

With one our other deals with a Nobel Prize winner as a founder, we simply made deal toys that looked like a Nobel Prize with the name of the company's logo, date of investment and our investment firm's logo on it. This company would be the second company they invested into with such high-profile founder and hence, two Nobel Prize deal toys for them to show off. One for the first deal, now the second, creating a series of collectible, high-perceived status deal toys.

15. Emphasize the potential for the investment to provide a strong return on investment.

Great for stabilized investments (otherwise called “core”) in real estate and income-producing funds. When we were persuading people to invest into a Beverly Hills-based ultra-fine art lending fund, we simply described it as being stable, a steady-Eddie return.

Pragmatically, a lot of bad things need to happen first before any stabilized investment goes wrong. Meaning a lot of bad things need to happen before you lose money.

Putting it that way, it forces the investor to think about your investment as compared to all the others they are being pitched on that may not be stabilized, but it will show them you are thinking about their needs for stability in their investments.

16. Mention any recent news or events that may have increased the value or demand for the investment.

During the pandemic, one of our companies, Geneius Biotechnology, successfully leveraged their technologies concurrent with their other products to create a new type of vaccine for COVID.

As soon as we could, we arranged with all our investors a special, but confidential Zoom call with the CEO. This greatly assisted in a successful subsequent round that we raised money for, almost effortlessly.

What this looks like in practice and what we told our investors is that “due to the changes in the financial profile of the company, now that they have contracts, and now that they are formally in the manufacturing stage, the valuation of Geneius is likely to move materially higher.”

It was both timely and exclusive to current investors in this and any of our other opportunities.

17. Use urgency language, such as "act now" or "limited time offer."

Spell it out at the bottom of the email, then tell them why. If it’s a great deal, they need to know that. Not in the same way you see on television. Be repetitive so they know this is going away.

Here's a real-life example pulled from one of our emails discussing the terms for the AiScout.io deal I referenced above: "We have only $200,000 left in a $1,000,000 allocation into this real estate deal. Please act now. This has been one of our more popular offerings in a long time and only two more investors will get the Chelsea Football Club jersey autographed by the entire team."

See what I did there?

18. In real estate, talk about how often investors will get paid.

Use those words. Talk about how often they get paid. Quarterly or Annually?

Quarterly sells more than annually.

Here's an example for you to use: combine this one with tranching and tell your investors the first tranche investors get quarterly while the second tranche investors will only get their distributions at the end of the year.

Your fund administrator or accountant will handle the details. It's your responsibility to make sure that your documents are written in a way that defines this and that you tell your investors this without them having to ask.

19. If applicable, mention how rich the deal is now by communicating money being made at the buy.

In real estate, this could be the imputed market equity in a property. Show them that you're purchasing this at a discounted price or basis.

In venture, we call this the immediate multiple on invested capital or "MOIC" for short. When we invested into SingLife in 2019, there was already imputed equity that our investors would benefit from immediately. The MOIC on that investment was 1.35x when we invested into SingLife, which was before it became Aviva-SingLife. Now the value is much higher.

Explaining to your investors that they are making money at the time of they are making their investment creates an insurmountable about of urgency and fear of missing out.

20. Mention any potential for the investment to provide access to new markets, industries, and networking.

As I wrote about in my third book, Investing Legacy, there are some asset classes that aren't available to mere mortals. For example, owning part of a professional sports team. There is no greater legitimacy sand the networking amongst professional sports owners is the best you can find anywhere, better than most clubs and societies.

We told investors in one of our sports-related venture deals that if they invested in that deal, they would have the right of first refusal when the long-coveted sports team opportunities came up.

You may forget, but your investors will remind you of what you promised them, so the accountability is there. Especially if it's a prized asset class that no one else can get into.

"In Britain, they bestow you with a knighthood. In the United States, they let you buy a professional sports team."

CLOSING LINES

You want to make your investors feel comfortable and catch them on the spot.

In your emails, you want to approach this gently as possible while still being firm. Such lines we've used are "you just need to authorize the agreement", or "the best response is a signature" are the ones I like to use when signing off on my emails to investors.

Remember that the real magic is made in the follow up. Don't think for one moment your email is going to get read or any sort of attention paid to it. You'll need to follow up with them gently but consistently. And patience is a virtue here especially when you're asking people to part with their life's savings.

NEXT STEPS

If you're looking for more help, feel free to reach out to me by going here to see if we could work together: https://salvatorebuscemi.com/work-with-sal/

Thanks again for reading this. If this helped you at all during your capital raising process, please drop me a line by emailing me sal@investinglegacy.com.

Footnotes:

1. https://contentmarketinginstitute.com/cco-digital/april-2019/storytelling-neuroscience-joe-lazauskas/

ABOUT THE AUTHOR

Salvatore M. Buscemi is the CEO and Co-Founding Partner of HRN, LLC a private multi-family investment office, and CEO for Dandrew Partners Capital Management, his own investment office. Mr. Buscemi also is the Managing Partner for several other direct investment vehicles across several asset classes in commercial real estate and credit, fine art private credit facilities, special situations, and several well-performing life sciences investments, among several others.

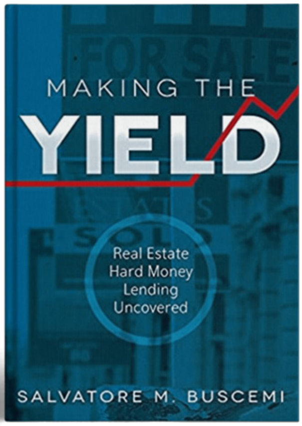
Mr. Buscemi is also the author of several books on fund management and real estate private lending. His first book, Making the Yield: Hard Money Lending Uncovered quickly became one of the most expensive books on real estate investing on Amazon. His second book, Raising Real Money: The Handbook for the Aspiring Real Estate Fund Manager speaks of the experiences Mr. Buscemi saw firsthand working through a $600 million portfolio of distressed private credit assets and funds while co-managing Oasis and provides a reference to emerging managers looking to a practical guide to operating a real estate credit or equity fund.

His third book, Investing Legacy: How the .001% Invest Mr. Buscemi gives a peek through the keyhole into the investment biases and other non-quantitative drivers for investment decision-making between the middle class and the world's wealthiest and most powerful families, commonly called the .001% of society.

Mr. Buscemi is a frequent speaker and guest lecturer on real estate finance at professional symposia and has written numerous articles on the topic of real estate and private equity finance in various publications, including Investor's Business Daily, Business Insider, Forbes, guest contributor for Entrepreneur.com.

Mr. Buscemi has also been a guest on television shows such as CBS New York, Good Morning LaLa Land, Ticker News.

Mr. Buscemi started his career at Goldman Sachs in Investment Banking in New York City and resides in Miami, Florida.



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Raising Real Money: Real Estate Funds Uncovered

The Foundation Handbook For the Aspiring Real Estate Fund Manager.

The Only Real Estate Fund Manager's Handbook That Has $600 Million in Research & Development Into It.

Here's what those investors wish they knew beforehand.

Discover what not to do by clicking here.

Investing Legacy: How The .001% Invest

How Do You Want Your Epitaph To Read?

What Do You Want Your Children and Grandchildren to Say About You?

For an elite few, it's the ultimate statement.

But they all have one thing in common: Their obituaries will be larger than most. At least 2,000 words written like Walter Isaacson or Robert Caro himself wrote it, vs. a mere 100 pinched words for most mortals.

Regardless, do you know what they all have in common? None of them want to be remembered in the obituary just for their "passion for life".

Click here to discover your legacy now!

Finally, a guide that cuts right to the chase, and explains in detail how integrate meaningful urgency for any investment opportunity without sounding desperate, salesy, pushy, or too over the top.

So your deals will never look stale to your investors.

BECAUSE ASKING PEOPLE TO PART WITH THEIR LIFE'S SAVINGS IS THE HIGHEST ORDER OF SALES IN THE WORLD.

This guide is perfect for founders, entrepreneurs, CEOs, and real estate investors looking to raise capital for their own opportunities. Each of these institutional-grade strategies will help you put a sense of urgency into your investors, nudging them to move faster for your deals.

For extra impact and better-performance during your capital raise, combine any one of these strategies and tactics with one or two others and watch your capital raise take prominence over your investors' attention.

Salvatore M. Buscemi is the CEO and Co-Founding Partner of HRN, LLC a private multi-family investment office, and CEO for Dandrew Partners Capital Management, his own investment office. Mr. Buscemi also is the Managing Partner for several other direct investment vehicles across several asset classes in commercial real estate and credit, fine art private credit facilities, special situations, and several well-performing life sciences investments, among several others. Mr. Buscemi started his career at Goldman Sachs in Investment Banking in New York City.

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