

25 Capital Raising Strategies to Attract Investors

By Richard C. Wilson

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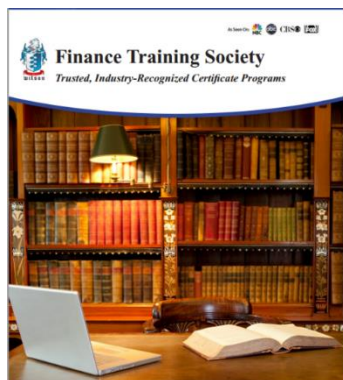
Bullion \$400M AUM



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25 Capital Raising Strategies



Strategy #1: Multi-Modal Marketing



Strategy #2: Build a Capital Raising Team



Strategy #3: Find a Big Brother Partner



Strategy #4: Organize Your Niche or Investor Set



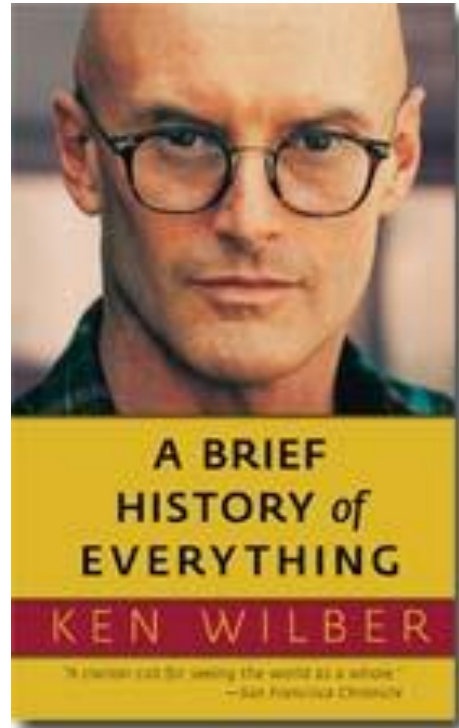
Endowments.com

Endowment
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Strategy #5: Be Unique



Strategy #6: Don't be Too Creative



Strategy #7: Alignment of Fees & Transparency



Strategy #8: Segment Investors



Strategy #9: Use Investor Databases

Visit <http://FamilyOfficeDatabases.com>

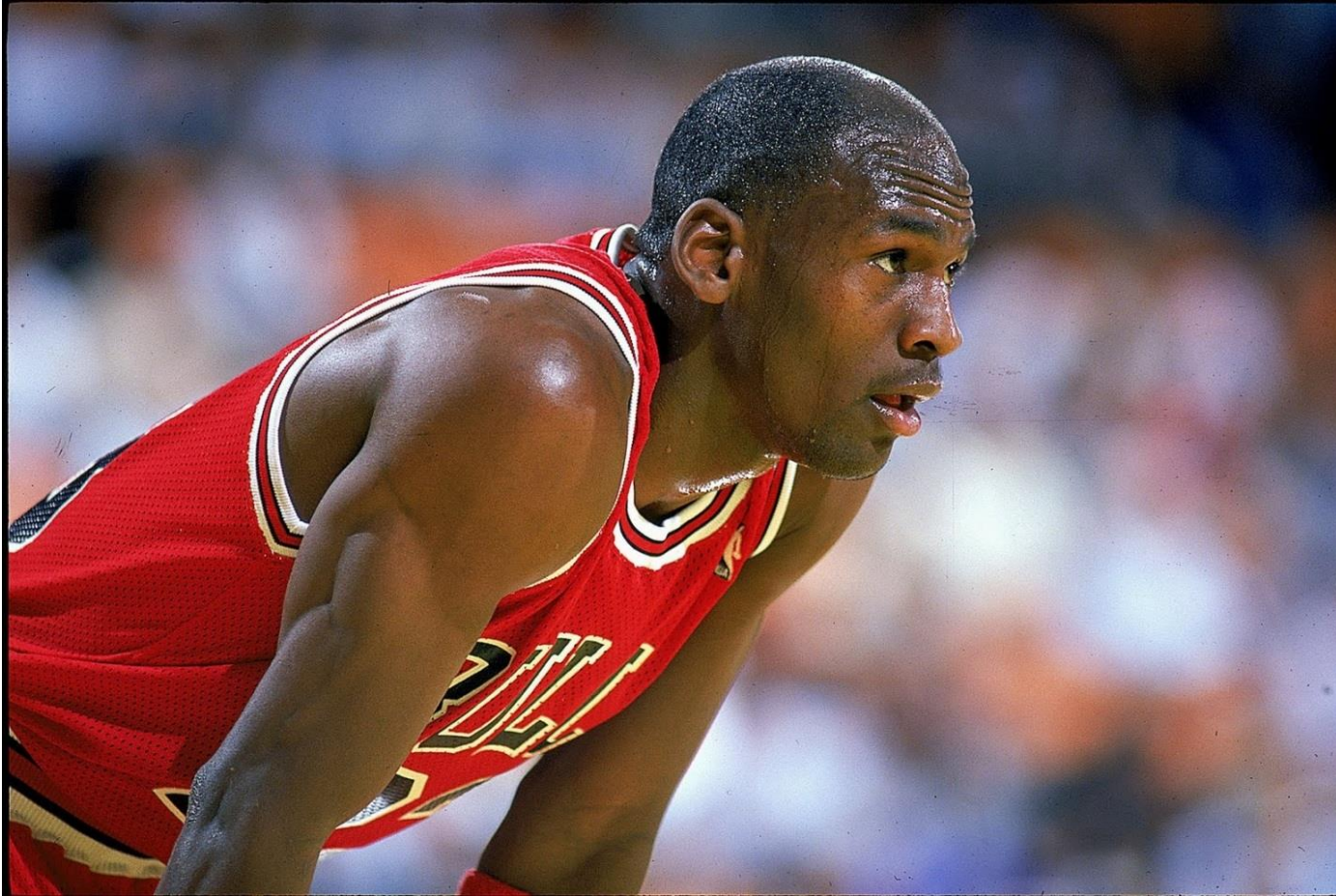


Strategy #10: Conferences & Annual Events

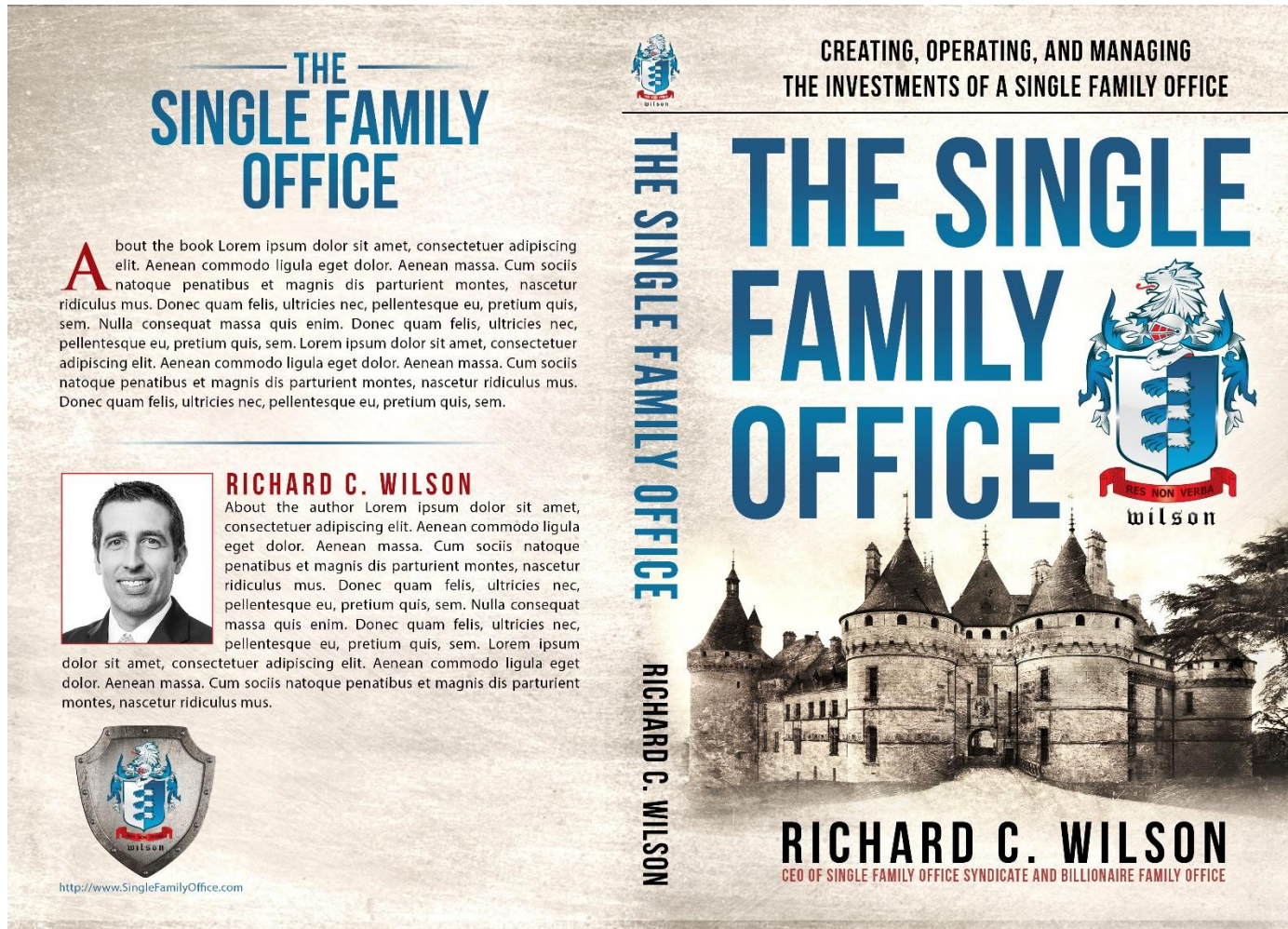
See <http://WilsonConferences.com>



Strategy #11: HNW Profession Channels



Strategy #12: Write a Book



Strategy #13: Operate in Your Space



Strategy #14: Build a Credibility/Sourcing Board



Strategy #15: Always Meet in Person



Strategy #16: Newsletter Drip Monthly

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FAMILY OFFICE MONTHLY

October 2014



Welcome to another edition of Family Office Monthly, an inside look at the family office world from the Family Offices Group association. We enjoyed seeing many of you at our recent Family Office Super Summit in Miami, where 325+ attendees listened to more than 50 speakers, multiple panels, and took advantage of plenty of networking opportunities throughout the 3-day conference.

In this month's edition, we will first uncover several myths in the family office industry. Starkey International will provide a detailed look at the cost of turnover in the private residences of high-net-worth families. As usual, we connect you with a number of free resources including the latest episode of the Family Office Podcast and access to our recent Family Office Q&A webinar. We sincerely hope that you enjoy this edition and please do not hesitate to contact our team via e-mail to Clients@FamilyOffices.com or speak with our client services specialists at (212) 729-5067.

4 Family Office Industry Myths

In this free article, I wanted to share a few myths in the family office industry that I've heard over the years. I hope you enjoy this piece and that it gives you more insight into how family offices operate. **Page 2**

Institutional Capital Changing the Tide for GPs

I wanted to share a few comments after meetings this week with a number of GPs in New York. One consistent

message that came across is that the large institutional investors are still the main draw for large funds but there is increasing pressure to provide preferred terms. **Page 5**

The Real Cost of Turnover in a Private Residence

When there is Staff turnover in a private residence more may be lost than just time and energy to rehire for that position. There is substantial Financial and Emotional loss for the Principals and family. **Page 7**

Upcoming Family Office Conferences

The Annual Single Family Office Summit

*February 9th, 2015
New York City*

The Direct Investing & Deal Flow Summit

*May 8th, 2015
Chicago*

100% Free Admission
*Free Admission for
Qualified Family Offices*

*More 2015 Conferences to be
Announced Shortly*

Registration Opens Soon
www.WilsonConferences.com

Strategy #17: Map Out Investor Experience



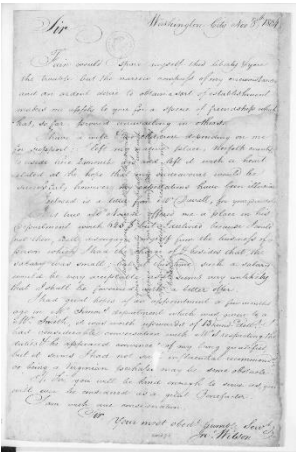
Strategy #18: Use Video to Engage



Strategy #19: Tell Stories



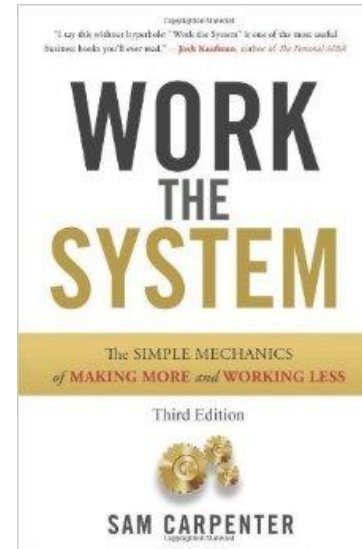
ARMS OF WILSON,
Of Penrith, Co. Cumberland, and Walsbourn, Lincolnshire.
Granted 1586.



Strategy #20: Invest in Yourself & Offering



Strategy #21: Systematize Your Capital Raising



Strategy #22: Secure Unfair Advantages



Strategy #23: Clearly Communicate Your USP



Strategy #24: Use the Physician Approach



Strategy #25: Build an Investor Funnel



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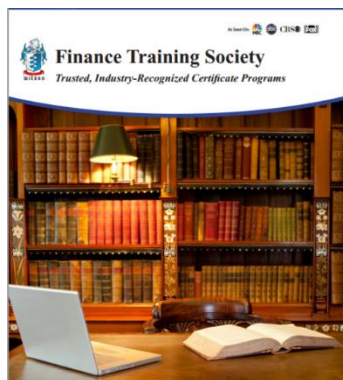
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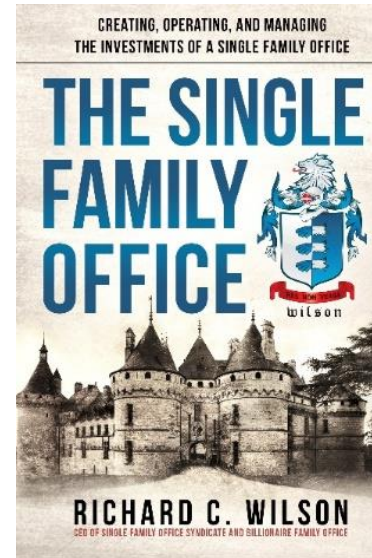
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