



“Capital Ask” Communication Example

Date

From: Capital Seeker
Sent: Wednesday, June xx, xxxx
To: Capital Provider
Subject: New XXX Opportunity from a Forced Seller

Compelling” Why Now” /
Implies “An Attractive Price”

Hi Dianna,

Personal

Hope all is well on your end and wanted to quickly share a deal I am working on presently.

Capital Seeker has sourced a [xxxxxx (few word description)] and is [xxxxxxx (desirable)] from a **forced seller**. Our relationship with the xxxx allowed us to be one of the few groups that were shown the deal after it fell out of contract at a higher price with a different buyer, which set the stage for us to acquire [xxxxx] for \$19.75M, which is just above the current debt balance.

Clearly states
“What it Is”

Clearly states
“How It is an
attractive
opp”

Highlights:

- Strong existing margin of x%
- Significant value creation with [xxx] projected return
- Distressed seller
- 40%+ discount to comparable valuations
- Limited competition and high barriers to entry

Clearly presents most important investment considerations (somewhat repetitive to the rest of the email which would be a negative)



Return Projections:

- 19.2% - 21.3% IRR
- 2.1x - 2.3x equity multiple
- 7.6% - 8.0% annual cashflow margin

Clearly presents return profile

This is an opportunity to acquire a fundamentally sound opportunity which is in financial distress with strong growth prospects at an attractive valuation.

Final sales point -
Could be an intro
sentence to the
bullets

The Capital Seeker team is extremely selective and this asset significantly exceeds our requirements.

Validation
based upon
selectivity

Let me know if you have any questions or would like me to send over an overview deck. It is a small raise and on a short fuse so please get in touch as soon as possible if interested.

Reinforce
Timeliness

Regards,

Signature

Address / Phone / Email



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