

## Enterstate Outsourced Investor Outreach Office

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### Building Your Equity Investor Base So You Can Focus on Deal Making

Enterstate's **Outsourced Investor Outreach Office** provides real estate sponsors with the benefits of a **dedicated investor outreach and relations team**, without the overhead of building one in-house. Acting as a seamless extension of your team, we manage **investor sourcing, outreach, and follow-up**, allowing you to focus on your core business: managing and closing deals.

Founded in 2018, Enterstate is one of the few firms in the U.S. that focuses **exclusively on raising equity**, not debt, for real estate transactions. The firm maintains relationships with over **1,300 real estate investors** globally, spanning institutional allocators, private equity real estate funds, insurance companies, pension plans, and discreet “under-the-radar” family offices and private investment firms. Approximately **15% of these relationships** are with investors based overseas across Europe, the UAE, and the broader Middle East.

Before founding Enterstate, **Ms. Heidi Shiachy** served as an **LP allocator and GP anchor investor** in New York at an established bank, where she oversaw direct, fund and co-investment programs exceeding **\$1.8 billion**. This dual perspective provides us with a strong perspective from both the LP and sponsor sides.

Enterstate raises capital across the full equity spectrum, including **Joint Venture (JV), Co-GP, Preferred Equity, Strategic Platform Investments, and Fund Commitments**.

Our Investor Outreach Office is a consulting service that fits sponsors who value a **disciplined, relationship-driven approach to capital formation**. We proactively identify, engage, and nurture relationships with investors aligned to your strategy, deal profile, and geography, ensuring that when an opportunity arises, your investor base is already pre-warmed and informed.

This proactive structure **saves our clients substantial time** and enhances credibility with new investors. In most cases, we conduct **outreach using the sponsor's own email domain** (e.g. [IR@company.com](mailto:IR@company.com) or [investors@company.com](mailto:investors@company.com)) for a consistent and authentic brand experience. We tailor every interaction to match your firm's voice, ensuring a professional and investor-grade standard of communication.

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## Investor Outreach and Relations Service Overview

At Enterstate, we believe successful capital raising begins long before a live deal is launched. Our approach builds a proactive investor pipeline and strengthens long-term relationships, **positioning sponsors to raise capital faster once opportunities go live.**

### Core Deliverables:

- ✓ Targeted outreach to **50+ investors per month**
  - ✓ Advance delivery of a **customized investor list**, with the sponsor **copied** on all outreach emails
  - ✓ **Personalized follow-ups** and investor **call scheduling**
  - ✓ Strategic preparation and **participation in investor calls**
  - ✓ **Weekly strategy** and performance review calls (up to 60 minutes)
  - ✓ **Monthly outreach and engagement reports** with investor feedback
  - ✓ **Use of sponsor-branded email domain** for a seamless, authentic presence
  - ✓ **Optional review and refinement of marketing materials**, including investor deck and teaser
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## Fee Structure

Our retainers are structured to align with each sponsor's investor outreach needs while maintaining transparent, predictable pricing.

Outsourced Investor Outreach Office		
	Description	Fee
Flat Retainer Fee	<ul style="list-style-type: none"><li>50+ investor leads outreach per month</li><li>Appr. 20 dedicated hours/month</li><li>Ongoing follow-ups, weekly calls, and monthly reporting</li></ul>	<ul style="list-style-type: none"><li><b>Starts/\$4,500 per-month</b></li><li>4-month minimum</li><li>Invoiced bi-monthly</li></ul>
Optional Add-On: Marketing Materials Review	<ul style="list-style-type: none"><li>Review, feedback and refinement of investor deck, teaser, and other marketing materials</li></ul>	<ul style="list-style-type: none"><li><b>Starts/\$2,500 (one-time)</b></li><li>Priced according to scope</li></ul>
Success Fee	<ul style="list-style-type: none"><li>Applies only to closed investments from introduced investors</li></ul>	<ul style="list-style-type: none"><li>1.5% of closed investment</li><li>1.25% after six months of continuous engagement</li></ul>

## Enterstate Capital, Ltd.

### *Empowering Sponsors to Raise Equity with Confidence*

Founded in 2018, Enterstate Capital, Ltd. (“**Enterstate**”) is a boutique capital markets advisory firm focused exclusively on raising **equity** across two complementary business lines:

**(i) Private Equity & Alternative Investment Funds** - placing equity for private markets managers across a range of investment strategies, including growth, buyout, venture capital, debt, and credit. We typically raise LP fund commitments, seed and anchor capital for funds, and operating company equity

**(ii) Direct Real Estate Capital Raising** - raising equity for real estate acquisitions and developments across multifamily, industrial, retail, office, and other niche strategies such as self-storage, healthcare, and hospitality. Typical equity structures we raise include real estate joint venture equity (JV Equity), co-GP equity, preferred equity, and operating company equity. Our exclusive focus on equity, as opposed to debt, provides us an edge in the market, as we have been able to foster relationships with a large network of investors that are active in the real estate equity market.

We have relationships with some of the largest and most sophisticated investment groups globally, including private equity and real estate funds, pension plans, life insurance companies, and sovereign wealth funds, as well as discreet, “under-the-radar” family offices and private investment firms.

Typical equity structures include Limited Partner, Joint Venture, Co-GP, and Preferred Equity.

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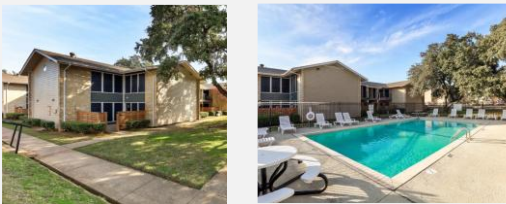
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## Sample Transactions

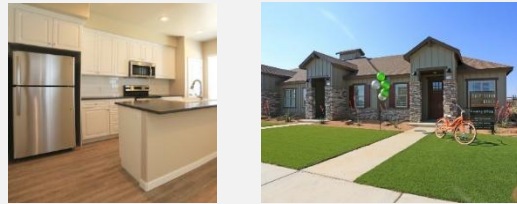
### JV Equity Investment in a Multifamily Property Acquisition

Enterstate facilitated a \$7.3 million JV equity investment in the value add acquisition of a multifamily property located in Hurst, TX



### Co-GP/JV Equity Investment in a Townhome Property Recapitalization

Enterstate facilitated a \$4.2 million Co-GP/JV equity investment in the recapitalization of a townhome community located in Lubbock, TX



### JV Equity Investment in a Multifamily Property Acquisition

Enterstate facilitated a 90% JV equity investment in the \$8.5 million value add acquisition of a multifamily property located in Austin, TX



### LP Equity Investment in an Office Property Acquisition

Enterstate facilitated \$12.8 million in LP equity for the value add acquisition of an office property located in Chicago, IL



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## Sample Transactions

### JV Equity Investment in a Multifamily Property Acquisition

Enterstate facilitated a 90% JV equity investment in the \$8.5 million value add acquisition of a multifamily property located in Los Angeles, CA



### Co-GP/JV Equity Investment in a SFR New Construction Acquisition

Enterstate facilitated a 95% Co-GP/JV equity investment in two acquisitions totaling \$26.5 million of build-for-rent SFR communities in Lubbock, TX



### LP Equity Investment in a Multifamily Property Acquisition

Enterstate facilitated a \$3.0 million LP equity investment in the value add acquisition of a multifamily property located in Danbury, CT



### JV Equity Investment in a Residential Property Development

Enterstate facilitated a 90% JV equity investment in the \$5.3 million for-sale townhomes development located in Atlanta, GA

