CARLTON LANE
CAPITAL

Transcript

Why is this opportunity worth my attention right now?

Many of our business owners have the same issue. A lack of time. It takes time to run a company, to grow a company, to run the projects, the people, everything that goes into it. And what we've learned is most people realize that they need to have exposure to private real estate or private assets in addition to what they may be doing on their own or with their advisor in the public markets.

However, it takes time to do diligence and stuff. It takes time to understand the risks. It takes time to really even just read the PPM and understand what it is. And so what we offer our entrepreneurial clients, which we have a lot of actually is the ability to do that, do diligence for them to to vet it, to jump into it, to understand it and not just say, hey, we've done it, now we're going to show it to you.

Here's how it came out. Here's the variables that have to go right for the return to happen. And here's what could go wrong. And if it does, here's how the return would be affected.

And that's what we offer our entrepreneurs, is the ability to outsource that time and effort that it takes the diligence of private investment that they know they want to participate in, but they know they don't have the time to really evaluate. And that's where we come into play.