

WEBINAR

covercy

SILVERSTEIN
PROPERTIES

7 Ways To Make Sure Your LPs invest In Your Next Deal



Presenters



Doron Cohen
Founder & CEO
Covercy

covercy



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President
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SILVERSTEIN
PROPERTIES



We have over 500 investors with thousands of capital calls & distributions dating all the way to the 90s. **Our entire investor management now runs on Covercy.** We're 10 times more efficient than before.

Jocelyn Rosenwald
Director of Acquisitions



BEACH FRONT
PROPERTY MANAGEMENT

Manage your investors without your investors managing you.



Fundraising



Performance Reports & Doc sharing



Position Monitoring



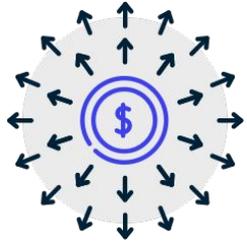
Automated Distribution Payments

The screenshot shows the covercy web application interface for the Pantone Hotel asset. The navigation bar includes 'Funds', 'Assets', 'Insights', 'Contacts', 'Positions', and 'Bank Accounts'. The user 'Johanna' is logged in. The asset page for 'Pantone Hotel' is displayed, showing it is 'Under Management' and has an 'Update status' button. A photo of the hotel is shown, along with its location 'California, US'. The 'Asset info' section lists: Property type: Hotel, Investment type: Core plus, Final closing date: Dec 15, 2020, and Total capitalization: 10,000,000 USD. Below this is a table with tabs for Overview, Reports, Documents, Contributions, and Distributions. The Overview tab is active, showing a table of investors:

Name ↑	Ownership (%)	Total Contributions	Total Distributions
Peter Martz	10%	\$300,000	
Sam Cuomo	5%	\$150,000	

The mobile view of the covercy web application interface for the Pantone Hotel asset. It shows the asset name 'Pantone Hotel', location 'Palm Springs, California', and 'Core investment' status. Below this are tabs for INFORMATION, TRANSACTIONS, and DOCUMENTS. The INFORMATION tab is active, displaying: Int. closing date: Dec 15 2020 (7 months ago), Total capitalization: 10,000,000 USD, Loan amount: 7,000,000 USD (70%), Total equity invested to date: 3,000,000 USD, and Total returns to date: 120,000 USD. At the bottom, there is a 'Select a report' dropdown menu currently set to 'Q1 2021'.

Fundraising can be hard!

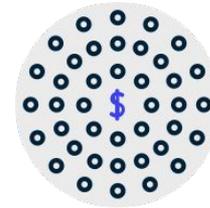


30-90 days to raise equity

If asset is under contract



Momentum is important



Investors get plenty of offers

Attracting a new investor
costs **10x more**
than convincing your past LPs
to reinvest in your next deal

Investors are Customers



7 **Ways** to Make Sure Your LPs Invest in Your Next Deal

1 Communicate like a marketer

Send the **Right Message** to
the **Right Person** at the
Right Time

2 Sales Process

Simplify the Fundraising Process

3 Know Your Customers

Be able to **predict** when an investor is **likely to invest**

4 Reporting

Standardize & Personalize Reporting

5 Always be relationship building

Every challenge is an
opportunity

6 Trust through transparency

Transparent

Distribution process

7 Fund / Deal wrap up

Clearly **communicate** end of investment, next steps

Live Q&A

See how you can **delight your investors**
and run your CRE firm **more efficiently**

SCHEDULE DEMO

<https://covercy.com/demo>



In Summary

1. CLOSING THE DEAL

- a. **Communicate like a marketer.** Send messages to the people most likely to invest at the time they're most likely to want to read your messages or take your call
- b. **Simplify the fundraising process** so you can focus on the deal
- c. **Be able to predict** when an investor is likely to invest

2. ONGOING

- a. **Standardize & Personalize reporting** with the help of an investor portal
- b. **Every challenge is an opportunity** to enhance your investor relationship

3. TRUST & TRANSPARENCY

- a. **Bring clarity** to the Distribution Process and build trust
- b. **Clearly communicate** what happens when the fund / deal is over. No surprises.

