

PRIVATE MONEY FUND MANAGER STRATEGIES FOR STARTING A NEW FUND: **DRIVERS FOR GOOD DECISION MAKING**

01

YOUR ASSET MODEL

Be dispassionate about the numbers. What do they say?

What is the minimum amount you need to be profitable?

How much capital can you reasonably deploy in the next 3, 6, 12 months?

Where is the bulk of your expenses going to be?

What are the returns you're looking for? Your investors looking for?

What are your hurdles?

02

APPROPRIATE CAPITAL STRUCTURE

Will you be debt or equity?

Who will your investors be? Will they use their Self-Directed IRAs? If so, debt may not be appropriate to use.

How will you distribute profits? Look-back IRR? Pref with a promote structure?

03

FINANCIAL MODEL

Be dispassionate about the numbers. What do they say?

What is the minimum amount you need to be profitable?

How much capital can you reasonably deploy in the next 3, 6, 12 months?

Where is the bulk of your expenses going to be?

What are the returns you're looking for? Your investors looking for?

What are your hurdles?

04

PRIVATE PLACEMENT MEMORANDUM

Do you have the funds to get the "doc" written?

How many firm investors do you have? Family and friends?

Make absolutely certain you have your marketing materials finished and investors waiting desperately before committing to this expense.



Increasing Startup Costs



© The Commercial Investor and Dandrew Partners, LLC. All Rights Reserved.

COPYRIGHT AND TRADEMARK INFORMATION

THIS PRODUCT AND ASSOCIATED MATERIALS (COLLECTIVELY REFERRED TO IN THIS AGREEMENT AS "PRODUCT") IS COPYRIGHTED BY THE COMMERCIAL INVESTOR AND DANDREW PARTNERS, LLC. ALL RIGHTS RESERVED.

WARNING: FEDERAL LAW PROVIDES SEVERE CIVIL AND CRIMINAL PENALTIES FOR THE UNAUTHORIZED REPRODUCTION OR PUBLIC DISTRIBUTION OR EXHIBITION OF COPYRIGHTED MOTION PICTURES, VIDEO TAPES, OR VIDEO DISCS AND OTHER CREATIVE CONTENT.

THIS PRODUCT IS PROTECTED BY TITLE 17, UNITED STATES CODE, INCLUDING BUT NOT LIMITED TO, SECTIONS 501, 504, AND 506, "PRIVATE MONEY FUND MANAGER STRATEGIES FOR STARTING A NEW FUND: DRIVERS FOR GOOD DECISION MAKING", THE NAME OF THIS PRODUCT, THE STYLIZED VERSIONS OF THESE, AND "THE COMMERCIAL INVESTOR", "DANDREW PARTNERS" LOGO ARE ALL TRADEMARKS OF THE COMMERCIAL INVESTOR AND DANDREW PARTNERS, LLC, RESPECTIVELY.

DISCLAIMER AND RELEASE FROM LIABILITY

YOU UNDERSTAND AND AGREE THAT THE INFORMATION CONTAINED IN THIS PRODUCT IS FOR YOUR PERSONAL PURPOSES ONLY. STATEMENTS MADE AND CONCEPTS CONVEYED THROUGHOUT THIS PRODUCT ARE PERSONAL OPINIONS ONLY. THE COMMERCIAL INVESTOR AND DANDREW PARTNERS, LLC, AND THE AUTHOR MAKE NO REPRESENTATION OTHERWISE. YOU ARE RESPONSIBLE FOR YOUR OWN BEHAVIOR AND CONDUCT. NONE OF THE MATERIAL CONTAINED HEREIN IS TO BE CONSIDERED LEGAL OR PERSONAL ADVICE. THIS PRODUCT IS PROVIDED "AS-IS" WITHOUT ANY WARRANTIES OF ANY KIND WHATSOEVER (EITHER EXPRESSED OR IMPLIED) AND YOU ALONE ASSUME ANY AND ALL RISK ASSOCIATED WITH USE OF THIS PRODUCT. BY PURCHASE AND/OR USE OF THIS PRODUCT YOU WAIVE ANY CLAIM WHATSOEVER AGAINST AND HOLD HARMLESS THE COMMERCIAL INVESTOR AND DANDREW PARTNERS, LLC, AND ANY OF ITS OFFICERS, STAFF, ADVISORS, REPRESENTATIVES, OR DESIGNEES THAT MAY ARISE FROM SUCH USE. THIS WAIVER SPECIFICALLY ALSO INCLUDES BUT IS NOT LIMITED TO ANY CLAIM ARISING FROM A PRODUCT AND/OR SERVICE WHICH YOU PURCHASE FROM THE COMMERCIAL INVESTOR AND DANDREW PARTNERS, LLC, OR ANY INFORMATION YOU RECEIVE VIA POSTAL MAIL, E-MAIL, FAX, OR OTHERWISE. THIS INCLUDES BUT IS NOT LIMITED TO RESPONSIBILITY FOR THE ACCURACY OR COMPLIANCE WITH ANY APPLICABLE LOCAL LAWS. NEITHER THE COMMERCIAL INVESTOR AND DANDREW PARTNERS, LLC, NOR ANY OF ITS OFFICERS, STAFF, ADVISORS, REPRESENTATIVES, OR DESIGNEES SHALL BE LIABLE IN ANY WAY WHATSOEVER (INCLUDING, BUT NOT LIMITED TO, NEGLIGENCE) FOR ANY DIRECT, SPECIAL OR CONSEQUENTIAL DAMAGES RESULTING FROM EITHER YOUR USE OF THIS PRODUCT OR YOUR INABILITY TO USE IT EVEN UNDER ANY CIRCUMSTANCE IN WHICH THE COMMERCIAL INVESTOR AND DANDREW PARTNERS, LLC, OR ANY OF ITS REPRESENTATIVE(S) HAVE BEEN ADVISED OF POTENTIAL LIABILITY, DAMAGES, OR INJURY. CERTAIN APPLICABLE LAWS MAY NOT ALLOW ALL THE LIMITATIONS OF LIABILITY DESCRIBED HEREIN. TO THE EXTENT THAT ANY OF THE ABOVE REMEDIES AND/OR LIMITATIONS SHOULD BE DEEMED TO FAIL OF THEIR ESSENTIAL PURPOSES, YOU AGREE THAT THE COMMERCIAL INVESTOR AND DANDREW PARTNERS, LLC TOTAL LIABILITY TO YOU UNDER ANY CIRCUMSTANCES WHATSOEVER, INCLUDING BUT NOT LIMITED TO LOSSES, DAMAGES, CAUSES OF ACTION, AND/OR NEGLIGENCE SHALL NOT EXCEED THE TOTAL MANUFACTURER'S SUGGESTED RETAIL PRICE OF THIS PRODUCT AT THE TIME OF PURCHASE.

THE
COMMERCIAL
INVESTOR



www.TheCommercialInvestor.com