

# THE IMPORTANCE OF A QUALITY INVESTOR PACK

CARYN YUEN & ANTOINE DUFRESNE

**C**aryn Yuen, and her husband, Antoine Dufresne, are private investors who invest in other people's property projects. They have left the corporate world behind to focus on finding more investment partners and opportunities in property.

During the past few years, they have spoken to more than 100 property investors/developers. On the back of these conversations, they received investor packs of all shapes and sizes, which often did not contain all the information they needed to do their due diligence on the people looking to raise money and their projects.

Caryn and Antoine found themselves frustrated by the low standard of investor packs they were receiving, so they founded their company, Quality Investor Packs. They help property people create professional and convincing documents that inspires private investors to take the next step.



Caryn



Antoine

role, I was dealing with central bank clients, including the Bank of England.

**YPN: Tell us about your backgrounds**

**Caryn:** My background is in legal and compliance. I am a dual-qualified barrister and solicitor in England and Wales. I worked in FCA regulatory compliance roles at a number of financial institutions (fund of funds, private equity, asset management) for 10 years in London.

**Antoine:** I was in investment banking for 11 years, and I worked in fixed income sales in Paris, New York City and London. In my last

**YPN: What led to an interest in property?**

**Caryn:** In 2014, I was looking for a way out of the rat race and stumbled upon the world of property. I went to property school to educate myself and found my first property project the same year. This project made me realise that being a hands-on investor was not for me, and as a result, I started looking for hands-off investment opportunities. In 2016, I did my first joint venture as a passive investor.

**Antoine:** In 2016, I discovered the world of property investing when I met Caryn and we started looking for investment opportunities together.

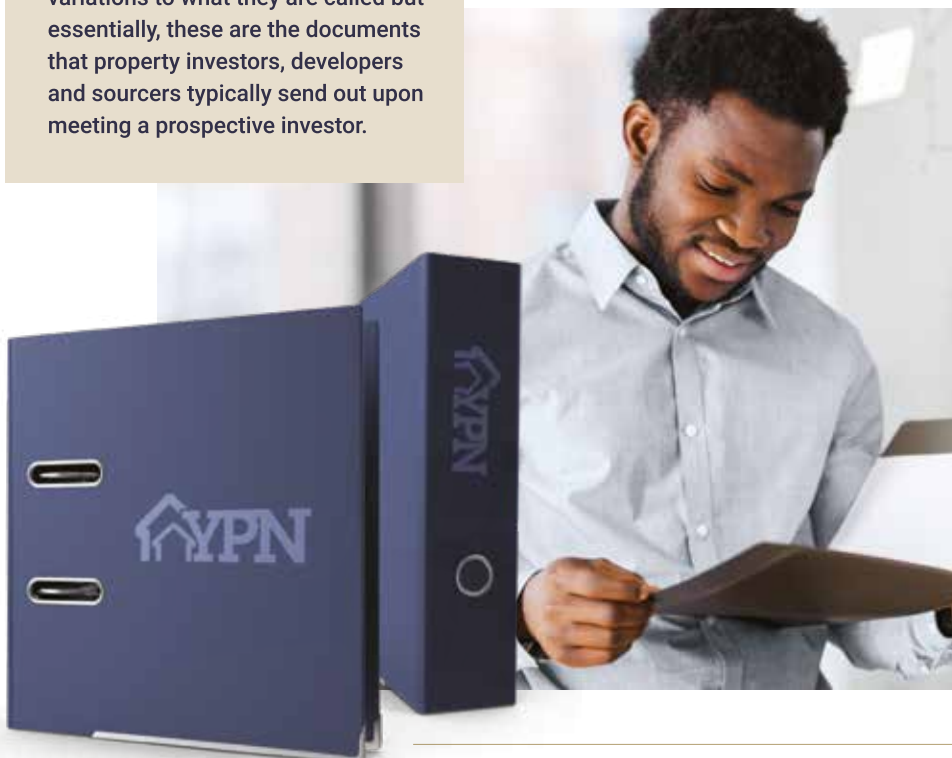
**YPN: When and why did you leave the corporate world?**

**Caryn:** In 2017, I left the corporate world to do consultancy work for a range of property businesses. I wanted to learn how to be a smarter property investor and felt that the best way to do that was by immersing myself in the industry. My first role was working with a property developer where, amongst the many things I was doing as the Chief Operating Officer, I was also involved in preparing investor packs for their projects.

More recently, I was the legal and compliance consultant for a property crowdfunding platform. My role was to review the investor packs that the property

## WHAT IS AN INVESTOR PACK?

An investor pack is the marketing material, brochure or presentation pack used to raise money from private investors for a property project. There might be other variations to what they are called but essentially, these are the documents that property investors, developers and sourcers typically send out upon meeting a prospective investor.



developers sent through to ensure they were FCA compliant before they would be submitted for sign off.

**Antoine:** Throughout my banking career, I was your typical cash-rich, time-poor person. On weekdays, I would leave home before 6am to get to work and arrive home at around 7pm. On the weekends, I was too

## 6 THINGS YOU NEED TO KNOW

if you are serious about raising finance from private investors:

- 1 A poor-quality investor pack does not necessarily mean that the project is unattractive, but it will make any project look unattractive.** Do not allow your investor pack to let you and your project down.
- 2 Most hands-off investors are cash-rich but time-poor.** Make it easy for them to do their due diligence on you by providing the information they need in a suitable format.
- 3 Investors only work with those that they know, like and trust.** A well-written investor pack allows you to fast track this process.
- 4 The best time to look for money is when you do not need it.** You do not want to wait until you have a project and you are desperate for funding to start looking for investors. Build your investor base ahead of time, to make obtaining funding easier when that project you have been looking for materialises.
- 5 Put your best foot forward by creating an investor pack that speaks the language of your investors.** We often think about how to make a good first impression in person but neglect the first impression that an investor pack will make.
- 6 There is a high climate of suspicion in the industry, and the onus is on you to prove that you are a good egg.** Everybody has heard about horror stories in the property world involving investors and unscrupulous developers. You need to engender trust by being transparent and forthcoming with information.

busy catching up on sleep and chores to do much else. It did not leave me with a lot of spare time to focus on property investment – which I was really keen on. In 2019, I made the decision to leave the corporate world so I could focus on property investing full time.

**YPN: How did the search for property investment opportunities go?**

**Caryn:** Well, we thought that with so many people in property constantly looking for funds for their projects, we would be fully invested by the end of 2019 and be able to live off that income stream. Sadly, we learned that the reality was very different and most of our funds set aside for investment remain uninvested to this date.

**Why has it been so difficult to find projects to invest in?**

**Antoine:** Our biggest challenge has been poor communication from the people looking to raise money. The quality of the investor packs we have received is a great example to illustrate this problem.

"We have seen an astonishing amount of poor-quality investor packs that raised more questions than provided answers."

**Caryn:** There are a number of rules to follow to stay on the right side of compliance, and most people looking to raise money are unaware of them. Breaking these rules puts property investors or developers' businesses at risk, along with their projects and their private investors. It will also make investors wonder where else they are cutting corners in their business.

**YPN: Having encountered these problems, what was your solution?**

**Antoine:** We started providing informal feedback on the investor packs we were receiving when asked. Over time, more and more people started asking us for feedback. We quickly realised that there was a real need for people to learn how to do this properly in order to be able to access private investor finance.

**Caryn:** We combined our finance, legal, regulatory, corporate and property knowledge to provide property investors/ developers with the tools and resources they need to attract private investors. Our aim is to improve the quality of

Most investor packs we see tend to focus only on the positives, i.e. what happens in the best-case scenario.

communication between the people looking to raise funds and private investors, which helps increase their success in attracting investor funds.

**YPN: Why is it important to have a good investor pack?**

**Antoine:** Many people make decisions based on first impressions alone. In a competitive market where many are seeking funding, first impressions are very important. They could have a very attractive investment opportunity to offer but fail to secure investment because their investor pack has not made a good first impression.

**It is not just about what they say, but it is also about how they say it.**

Having a detailed investor pack should be an inherent part of the process for anyone seeking to raise funds. Property investors/

## HOW CAN YOU MAKE IT EASY FOR INVESTORS TO WANT TO WORK WITH YOU?

- **Be concise – no one wants to read a wall of text**
- **Have a clear proposition**
- **Keep it super simple**
- **Make it easy for them to do their due diligence on you**
- **Be compliant – investors do not want to invest in an illegal structure/business**

developers who make the effort to create a quality investor pack maximise their chances of convincing every potential investor that comes their way. More importantly, they will be building that all-important investor base for when the right project comes along.

**Caryn:** Investor packs are the perfect tool to convey the information investors need to do their due diligence. Investors mostly ask the same questions as they tend to have the same concerns. Having an investor pack with all the answers will help property investors/developers get the funding they need, and it will also save them a lot of time and energy in the process.

**YPN: As investors, what do you both look for in an investor pack?**

**Antoine:** We are looking to ascertain if the person and their business are investable. We are looking for transparent and open

communication, as well as an easy way to verify the information provided. We have noticed that there is one essential piece of information that most property investors and developers fail to address in their investor pack, which will enhance their credibility tremendously:

### How robust is their business continuity plan?

What happens if they fall sick or get hit by a bus? Investors are going to panic! What is going to happen to the money? Investors want to know that they have a plan in place for the project they have invested in, as

well as their business, to continue if that happens.

**Caryn:** Most investor packs we see tend to focus only on the positives, ie what happens in the best-case scenario. Often, little to no thought is given as to what will occur if something does not go according to plan. Private investors are in a vulnerable position once they hand their money over, and they want to know that there is a solid plan in place to mitigate the risk of things going wrong.

**YPN: What is unique about Quality Investor Packs?**

**Caryn:** It is not often that you find private investors coming out of the woodwork to tell you exactly what they want to see. As private investors, we are the people that property investors/developers are looking to convince to invest in their projects. Thus, we are well-placed to provide a unique and



valuable insight into what goes on in an investor's mind when they're looking at investor packs.

**Antoine:** A Quality Investor Pack is made up of four separate documents, and it is designed to be sent in stages to build the relationship over time.

The number one mistake that property investors and developers make is that after meeting a prospective investor for the first time, they typically send a long all-in-one investor pack. Investors simply will not read it – it's too long with too much information.

When you meet someone for the first time, you don't tell them your whole life story, do you? It is the same thing in business and with investor packs. Keep the first approach brief and make it digestible.

When property investors/developers meet a prospective investor for the first time,

their only goal should be to convince the investor that it is worth their time getting to know them. This will reduce the risk of losing prospective investors before they make it through the door.

**YPN: How can you help?**

**Both:** We know that most property investors/developers struggle to fund their deals. We want to help them attract all the funds they deserve so that they can fund all the deals they can find. Having a good investor pack is the secret weapon they need to achieve the success they desire.

We do this through our live workshops, home study course and 1:1 bespoke service. It gives us great pleasure to help others increase their confidence on their fundraising journey and transform their fundraising experience.

Many clients have achieved great results after working with us. Knowing that we helped them take a huge leap towards their goals is a great feeling and keeps us motivated to do what we do.

It is absolutely vital for anyone looking to raise finance to build their investor base ahead of time whilst adhering to the FCA rules on financial promotion, and we are able to help you do exactly that.

Knowing that we can help others with their fundraising journey is extremely rewarding, and we intend to continue doing so.

## OUR TOP TIPS

### 1 Content before design

Get the content right first before thinking about the design. It is much harder to make content fit into a pre-chosen design.

### 2 Use both words and images

Find the right balance between word and images. Some people prefer words, but others prefer images. Appeal to a larger audience by sensibly incorporating both.

### 3 Explain the content as if you are talking to a child

Do not fill your investor pack with acronyms and jargon that only a property person would understand. Make it so simple that a child would understand what you are trying to say.

## WHAT ARE THE BENEFITS OF HAVING A QUALITY INVESTOR PACK?

- Give yourself the best chance of getting the investor to say yes
- Let your investor pack do the talking for you and save precious time
- You can build your investor base ahead of time for a smoother fundraising process

Grab your free Quality Investor Packs template from their website.



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QUALITY INVESTOR PACKS TEMPLATE

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## CONTACT

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