



SMK CAPITAL MANAGEMENT · LEADFINS · OCTOBER 2026

A 21-day trial for your next raise

Prepared for Mark Khuri · 29 October 2026



Where the last campaign lost investors

Step	Last campaign	What changes in the trial
Leads	About 70	30+ ads on different angles, so more of the right investors raise their hand
Calls booked	About 8	A setter calls every lead within 5 minutes, before they look at the next deal
Calls held	4 to 5	Text and email reminders, and the setter confirms the day before
Capital raised	\$0	You only speak to investors who are accredited and can write the check

The leads came in. Most went cold before anyone reached them.

Your estimates on our call of 20 October: about 6 weeks at about \$4,000 a month



The 21-day trial

\$0

Setup fee. We build and run the campaign at no cost to you.

Setter included

Every lead called and screened by phone before it reaches your calendar.

\$150 a day

Ad spend, paid by you directly to Meta. You keep the ad account.

DAY 21

We review the results together and agree on a rate for the months after, based on what the trial produced.



How the 21 days run

Days	What happens	Your time
1 to 3	We build on your existing video and GoHighLevel setup. Most ads are images, so there is nothing new to film.	One call to approve the copy
4 to 7	30+ ads go live. The setter calls every lead within 5 minutes.	None
8 to 21	We cut the ads that do not book calls and add new angles. Weekly report every Monday.	The investor calls only
Day 21	Results review.	30 minutes

You approve everything before it goes live. After that, your time goes to investor calls.



Built around SMK's investors

What the ads will lead with

- Properties that already operate and pay: 17 properties in 11 states today
- Mobile home parks and self-storage: essential housing and storage demand
- Investing alongside experienced operators, with SMK since 2010
- One benefit per ad, so the message stays simple

What the setter checks on every call

- 1 Accredited investor
- 2 Check size at or above the deal minimum
- 3 Can fund before the closing date
- 4 Wants to speak with you

The angles are a starting point. We adjust them to the new deal once we have its one-pager.

smkcap.com and SEC Form D for SMK MSI Fund, read 20 October 2026



Your time goes to real investors

What you told us

How the trial handles it

"I hate recording videos"

About 80% of the ads are images. We reuse the deal video you already have.

You take every investor call yourself

The setter screens each lead first. Only qualified investors are booked.

"Most people don't respond"

A call within 5 minutes, a second call if they miss it, then texts and emails.

Calls that never showed

The setter confirms the day before, and reminders go out on the day.

Our call of 20 October 2026



The trial against your closing date

Mon 2 Nov

Ads live, if we have the deal one-pager and access by Friday.

16 Nov

Funds due for a 17 November closing.

23 Nov

Day 21 and the results review.

TO BE CLEAR

In our past campaigns, the first qualified calls came within about two weeks of launch. If the closing stays on 17 November, some investors from the trial will be ready after it. They stay in your pipeline for the next offering.

Closing dates from our call of 20 October · Leadfins case study, June 2026



How we measure the trial

Agreed before launch, reported every week

- 1 Cost per lead
- 2 Share of leads who book a call
- 3 Share of booked calls that are held
- 4 Ad spend per qualified call held
- 5 Soft commitments, in dollars

For reference

- Your last campaign: about \$1,200 to \$1,500 of ad spend per call held
- A US multifamily sponsor we work with: 200 qualified investor meetings in 7 weeks at \$200 a day, about \$49 of ad spend per meeting
- That sponsor: \$2M in soft commitments and \$500K committed

Derived: about **\$6,000** spend divided by **4** to **5** calls held (your estimates) · Leadfins case study, June **2026**: **\$200** a day over **49 days** divided by **200** meetings



NEXT STEP

Launch on 2 November

What we need from you by Friday: the deal one-pager, access to GoHighLevel and your Meta ad account, your calendar for the setter, and the \$150 a day budget.