



SMK CAPITAL MANAGEMENT · OCTOBER 2026

SMK Capital: the plan for your next raise

SMK CAPITAL MANAGEMENT

Prepared for Mark Khuri · based on our call of October 20



Our understanding

YOUR LAST CAMPAIGN

About 6 weeks

Run by an agency, with a budget of about **\$4,000** a month.

70 leads, about 8 calls

Many forms were only partly filled, and **4** or **5** people showed up.

\$0 raised

Most leads stopped replying, and the agency did not report a cost per call.

WHAT COMES NEXT

Funds due November 16

Your new deal closes on November **17**, so time is short.

2–3% cost of capital

Your target for what raising the money should cost.

Less of your time

You prefer not to record more videos or chase no-shows.



Our understanding of why your last campaign didn't work, and how we solve it

Leads stopped replying

WHY Follow-up was automated, and some leads were looking at 10 other deals.

FIX Our setter calls every lead within 5 minutes of the form.

Only 4 or 5 calls showed up

WHY Automated reminders were not enough. As you said, someone has to keep after each investor.

FIX The setter qualifies each investor and confirms the call, with reminders before it.

Few ads, one angle

WHY On October 9, all 10 live ads used the same "already operating" message.

FIX We test 40 to 60 ads on different angles and keep the ones that book calls.

No cost per call

WHY You had to ask the agency for numbers, and they were not reported.

FIX You get a weekly report with the cost per lead, per booked call and per call held.

Based on our October 20 call and your ads in the Meta Ad Library on October 9.



Mostly image ads, very little filming

 **SMK Capital Management**
Sponsored

For accredited investors

Co-investing with experienced operators since 2010

One message per ad, nothing else

SMKCAP.COM
See the new SMK opportunity [Learn more](#)

Example image ad with a single message



Mostly image ads

About 80% of what we run are images, and they are outperforming video on our accounts.



Video is optional

About 20% of our ads are video, and we can launch with images only.



One point per ad

Each ad shows one part of the deal. Too many numbers in one image confuse people.



We keep what works

Ads that do not book calls are switched off each week.



What is realistic before November 16

Oct 23



Today
one-pager needed

Oct 30



Ads and setter
live

Nov 16



Funds due
about 17 days live

Nov 20



Trial ends
review together

21–32 booked calls

About 17 days live at \$150 a day, at \$80 to \$120 a booked call.

15–22 calls held

At a 70% show rate. How many invest depends on your timing and the deal.

A head start on the next deal

Investors who are not ready for this one stay on your list for the next.

Estimate based on a comparable sponsor account in Houston: about \$15 a lead and a 20% booking rate. Your results depend on the offering.



Working back from the raise

Your target: 2–3%, with our fee

The calculator shows the ad spend only. Our fee comes on top.

\$80 to \$120 a booked call

Based on a comparable sponsor account in Houston. It depends on the offering and the minimum.

\$150 a day to start

The trial runs at **\$150** a day. The calculator shows what a full raise would need.

CALCULATOR · EXAMPLE NUMBERS, CHANGE ANY OF THEM

Target raise (\$)

2,000,000

Average check (\$)

150,000

Time frame (days)

60

Cost per booked call (\$)

120

Show rate (%)

70

Close rate on calls held (%)

12

14

Investors needed

167

Booked calls needed

\$20,040

Total ad spend

\$334 / day

Daily ad spend needed

84 a month

Booked calls

1.0%

Ad spend only, as % of the raise

Change any number. Booked calls needed = investors ÷ (show rate × close rate). Daily ad spend = booked calls × cost per call ÷ days.



How the setter works

Within 5 minutes

Every lead is called within **5** minutes of filling the form.

US accent, US number

Our setters are mostly in-house and trained on your deal before the first call.

Qualified before your calendar

The setter asks about accreditation, check size and timing before a call is booked with you.

Follow-up that keeps going

Investors not ready for this deal keep getting emails and texts, so they remember you for the next one.

Reminders and no-shows

Investors get reminders before the call and are rebooked if they miss it.

Capacity for your deal

We work with **5** to **6** sponsors right now and have room for yours. Your setter is trained on it first.



The 21-day trial

\$150 / day

Ad spend, paid to Meta, about \$3,150 for the 21 days

\$5,000

Setup after the trial, then \$3,500 a month

\$2,500 / month

Setter, after the trial

\$0

Leadfins fee for the first 21 days, setter included

Oct 23–30 Ads, landing page and setter script built from your one-pager

Oct 30–Nov 20 21 days live, with a weekly report

Nov 20 Review together: continue on the next deal, or stop

Our guarantee after the trial

At least 30 qualified investor calls held each month at \$150 a day in ad spend. If we miss it, we refund 50% of that month's Leadfins fee. We agree with you upfront on what counts as qualified.

Needed from SMK: the one-pager for the new deal, Meta ad account access and your calendar.