

Posh Properties

How We Helped Posh Properties Properties Launch a Short-Term Rental Real Estate Fund

FUND PROFILE

Posh Properties STR Fund I offers investors exposure to the short-term rental real estate market in Canada through two strategies: purchasing properties outright, and securing long-term rentals, furnishing and decorating them and marketing them on short-term rental platforms like Airbnb for a profit.

THE CHALLENGE

The team successfully deployed internal capital over several years, building an edge and experience in the industry. However, they never raised funds externally and wanted a professional approach that was attractive to target investors.

OUR SOLUTION

We worked with Posh Properties to develop a comprehensive fundraising strategy that conveyed their edge and showcased the team's experience. We prepared the necessary collateral and advised the CEO on the best way to approach investors and communicate the value of the opportunity.

This included:

- A detailed pitch deck, created and designed by Fidelman & Co.
- A one-page executive summary that highlighted key points
- Realistic ROI models and advice on how best to present past performance
- Lists of potential investors customized for the specific opportunity and geography
- Narrative advisory and consulting on how the fundraising process works

AT A GLANCE



Asset Class

- Premium short-term rental real estate in Canada

Challenges

- Fundraising strategy (pitch deck, draft term sheet, ROI modeling, potential investor lists)

Solution

- Professional pitch deck creation and design
- Realistic ROI models
- Narrative advisory
- Fundraising process consulting

THE RESULT

Posh Properties was able to secure investments and launch a fund to acquire 12 properties and secure 50 long-term leases that could be leveraged for additional profit via platforms like Airbnb. This allowed the team to grow their real estate business while generating stable returns for investors.

KEY TAKEAWAYS

- Outsourcing the development of your fundraising materials to an expert firm like Fidelman & Co can give you the edge you need to secure funding from top investors.
- A well-crafted pitch deck, return model, and fund documentation are essential for any successful fundraising campaign.