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FRANCIS KING IS A NICHE RECRUITMENT FIRM

Focussed on Real Estate Capital Raising professionals across the U.S

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Equity Capital Sits At The Centre Of Every Real Estate Investment Business.

The right fundraising hire can lift a firm for years. The wrong hire can set it back financially and reputationally.

Fundraising is unlike most functions because performance cannot be tested in advance.

Track records are opaque, relationships are hard to verify, and results often take time to show. That uncertainty is what creates risk for operators.

I built this business to reduce that risk but also provide real market access.

~ Joe Reeves, founder Of Francis King



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Challenges In Staffing For Real Estate Capital Raising

Competition For Talent

The demand for skilled capital raisers in the real estate industry often outstrips the available supply, making it difficult to attract and retain top talent

Linkedin

Very targeted advertisements may only attract a small number of qualified candidates who possess the specific skill set and industry knowledge required for successful capital raising in real estate

Generalist Agencies Underperforming

Many recruitment agencies lack the network needed to identify suitable candidates for real estate capital raising roles. This can result in lost time when

Company Ads

Lack of visibility in the market, reaching only a small number of people who would visit career pages



Business Goals Impacted

The time invested in recruitment efforts and the “day job” can divert attention from crucial business goals & a longer time frame to have the appropriate Capital Raiser secured

Referrals

While valuable, referrals may not provide access to the full range of potential candidates available in the market, limiting the pool of qualified applicants.

Candidates from Diverse Backgrounds

Hiring candidates from different investment backgrounds can pose a risk. While they may possess transferable skills, their lack of specialised real estate knowledge and networks can prolong onboarding and potentially hinder performance

Too Time Consuming to Look for People

The process of sourcing, interviewing, and onboarding new staff can be incredibly time-consuming, especially for those without dedicated HR resources. This can distract from core business activities and hinder growth

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How We Can Help Solve Your Problems?

“INCH WIDE, MILE DEEP”.

We are only focussed on your asset class. Everyone you will see will be experienced Real Estate Capital Raisers

OUR NETWORK IS OUR PRODUCT

We are in contact with 3-5 active/ passive Real Estate Fundraisers daily, providing a deeper network for any mandate we engage on - providing choice in a relevant shortlist

TOOLS

We use a range of tools to identify & engage our network through different channels, via sequenced messaging and personal approaches - so you don’t have to

MULTI-FACETED APPROACH

We take an approach to market to target pre qualified professionals, people in our wider network, referrals and advertising. Getting you in front of more people

CANDIDATE BRIEFING

We provide candidates a comprehensive briefing covering the firm's background, strategy, performance, investor base, challenges, compensation, and key personnel, ensuring a well-prepared candidate for interviews

STRUCTURED SEARCH PROCESS

For each candidate we speak to, we adopt into our internal coding system, filtering people out based on strategy, location, LP’s serviced, LP Locations, comp & level -saving you time

TRANSPARENCY

For each resume sent across, we will provide a cover sheet, highlighting not only why we think they are a good match, but anything that may need to be looked at more closely

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Process of the Indexed Search Methodology

Appraisal

Job Qualification:

Take a detailed brief to focus on:

- Firm overview (history, track record, strategy)
- Senior leadership & fundraising/IR structure
- Role scope, success criteria, and impact on growth
- The impact that this role will have on business growth
- Ideal candidate profile
- Current LP base & expansion plans
- Problems the hire is expected to solve
- Compensation

Origination

Candidate Search:

- Targeted outreach to pre-qualified candidates (LP coverage, LP geography, seniority, compensation)
- Search across our 4,000+ US capital raising professional market map, filtered by skills, experience, LP coverage, and commutable geography
- Competitor mapping (strategy, size, LP focus)
- Exposure on Linkedin, across adverts and anonymised posts highlighting the role, firm and requirements
- Referral generation from declined candidates
- Role shared with 2,000+ contacts via our monthly mailer

Underwriting

Candidate Qualification:

- Take people through the role in detail
- Go through a full breakdown of their history and track record
- How their current LP base breaks down
- How they grow their LP base
- Relevance to the role
- References collected to be taken at the start or towards the end of the process

Due Diligence

Client interview process:

- Resume and cover letter sent, highlighting relevance to the role and comp expectations
- Candidate briefed on interviewers and process expectations, with feedback provided from each stage
- Before offer goes out, a meeting with myself to go through the plan and milestones agreed with the candidate

Close

End of process:

- Offer accepted
- We will keep in regular contact with the candidate before & after they start
- Client meeting 30, 60, 90 days post placement

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Case Studies

- **Boston Based Boutique Alternatives Advisory Firm**
- **Head of Business Development**
- **Real Estate Fundraising & Alts Client Development**

The client sought a local hire to raise capital for individual deal offerings and grow assets under advisory from UHNWI, small family offices, and independent RIAs.

The successful hire was Boston-based and well networked in the family office world, with a proven track record in capital raising through their own family office advisory firm.

- **Florida based Developer**
- **Managing Director – RIA focused capital raising hire**
- **Multifamily**

A Florida-based multifamily developer with over $4.5 billion in total investment activity sought a Managing Director to lead RIA-focused capital raising and grow their HNWI and Family Office reach. The successful hire brings over 15 years of institutional distribution experience, having built private bank and trust channels from scratch and raised billions through the RIA and private wealth channel. Placed to drive capital raising across the firm's deal pipeline and help launch a new evergreen fund targeting institutional wealth allocators.

- **$59bln European Fund**
- **German Speaking Capital Raising Director**
- **Real Estate Equity & Debt**

A large institutional GP sought to expand its Investor Relations team to raise European Institutional capital. The ideal candidate was a German-speaking capital raising professional with relevant experience.
The successful hire, a German national, was recruited from a leading Investment Manager's Real Estate Capital Formation team in London. During this process, we secured two additional offers of employment for the candidate.

- **Houston based Data Center Operator & Developer**
- **Fundraising Partner**

With ambitious growth plans, the client was looking to penetrate deeper into the Family Office and Institutional space. This was a first time capital raising hire and they were looking for someone to guide on IR & Marketing.

The successful hire had experience in institutionalizing internal IR processes but also had led the charge in helping Real Assets, Private Equity and Infrastructure GPs access Family Office capital.