

The Winter Issue

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eVest blows 2021 wide-open by announcing its Reg CF platform for non-accredited investors

Introducing Regulation CF (crowdfunding)



DANIEL SUMMERS
Founder and CEO,
eVest Technology

Recent Reg CF Amendments set the Stage for Profitable Investing on the eVest Marketplace

Rewind time five years ago and the JOBS ACT, also known as Title III and Regulation CF, was passed into law. This piece of legislation has since been abbrevi-

ated to Reg CF for semantic purposes. In short, it is best to think of Reg CF as legislation pertaining to the rise of uber-popular crowdfunding.

The purpose of Reg CF is to empower private early-stage businesses to raise money from individuals across the entirety of the United States within a framework of rules. In short, this means startups and other businesses are now permitted to rely on equity crowdfunding to convert clients and others into investors, ultimately proving mutually beneficial for both parties. Reg CF permits a maximum of a million dollars to be curated from the general public.





Traditional PPMs are no longer necessary

Are you still paying outrageous fees for Private Placement Memorandums?

One of the best reasons for choosing eVest Technology for your syndication needs is due to the ease at which the business operations and communications are carried out seamlessly for you. eVest offers another remarkable service for their clients; no more worries about PPMs.

For investors and readers who are not familiar with the term, let me tell you about this antiquated, and costly legal document called a PPM (Private Placement Memorandum). A

PPM is generally a long, and therefore expensive, legal document that attorneys love to make money from. These documents easily measure a half an inch thick or more when printed and is given to prospective investors (as if they will actually read all of it). The PPM does, in small part describe an investment deal, but for the most part, explains and lays out all the risks involved with investment.

PPMs originated within the old days of paper prospectus' that were required of companies that were selling securities within the confines of a registered offering. Before the internet, companies would have

to sell their credibility and prove their legal adherence through these sorts of costly but necessary forms and documents.

The only people who still seem to enjoy the size and scope of PPMs are attorneys, who typically charge ten to forty thousand dollars for a new PPM. Such a ridiculous business expense, especially when you consider it is no longer a “cost of doing business”.

Today, in 2021, where the internet of things dominates the business landscape, that cost of doing business can go bye bye. When securities are sold only to accredited investors under Rule 506(b) or 506(c), the issuer is not required to provide the information described in Rule 506(b)2) – The belief is that accredited investors will ask the proper questions to safeguard their own assets.

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Under the scope of Title II of the JOBS Act, issuers can only sell to accredited investors as described in Rule 506. Because of this statement of law, the issuer is free to decide what information should be provided and in what form that info is delivered.

The law clearly states that a PPM is NOT NEEDED, but the lawyers, out to continue their golden goose pay days continue to push and sell a product that

is no longer needed. PPMs offer no added protection for the issuer or the investor. They carry no tangible benefits when you think of the cost for these bulky, redundant and illegible documents that are full of legal jargon that the common man, or investor, can't understand. Instead of aiding the marketing of the investment deal, PPMs can in many instances cause friction and adversity between the parties involved. A PPM is not attractive or alluring and can easily turn people off to the deal an issuer is trying to sell.

Why even consider the PPM? They clearly are not needed based on the law presented in Rule 506.

There is a precedent for what we are saying here too. Ever since the opening of the “Information Superhighway”, the internet, we have seen a steady decline in the use of PPMs and the rate is accelerating now that many organizations are realizing they can use a much simpler disclosure document.

Disruptions to industries are common place these days, and even the more conservative, set in their ways industries, such as real estate and finance are set for a reckoning. The abandonment of traditional, expensive and bulky PPMs is coming; in fact, eVest Technology has already embraced that concept.

Full blown PPMs are no longer necessary, are too expensive, and nobody reads them. A smaller, more functional disclosure document is quickly becoming the industry norm. eVest Technology now digitizes your PPM on your own self-branded landing page as part of its massive suite of hi-tech SEC compliant features offered through its licensing platform. You no longer have to wait weeks while legal counsel prepares a PPM template and charges you thousands of dollars. We’ll upload your deal along with photos and videos in hours. You can be in business overnight. We’ll even upload our operating and subscription agreements free of charge.

Save that \$20,000 dollars in legal fees and use it to attract more investors. Make these smart business decisions by going with a cutting edge, ahead of the curve platform that can be the difference between making and breaking a deal. The choice is simple, choose eVest Technology for all your needs.



5 No B.S. Digital Marketing Tips that Any Sponsor Can Implement and Get Immediate Results

The ubiquity of the internet has fueled the rise of inbound marketing. Nowadays, businesses and entrepreneurs turn to the web for digital marketing as opposed to conventional outbound marketing ads placed on TV, radio, magazines, newspapers, billboards, etc. However, most people don’t know where to start when marketing online. There are plenty of ways to digitally market a value proposition yet some are clearly better than others. Furthermore, something as simple as the distribution of a well-written digital press release has the potential to put a company and its value offering squarely in the spotlight. Let’s take a look at five digital marketing tips that sponsors with an offering can implement for prompt results.

Tip #1: Content Creation

Those who work in the field of inbound marketing agree online content is still King Kong. The substance

of online content matters a great deal. However, the manner in which the content is delivered is also quite important. Produce a steady stream of online content based around your offering for your blog, email list, or article marketing efforts with the optimal form as well as meaningful substance and it won't be long until your targeted results (acquiring investors for your offering) come to fruition.

In addition, online content is not exclusively restricted to a homepage or a website. Rather, online content can be added to social media pages, service pages and more. What matters most is that the online content provides some sort of insight that informs the target audience, helps solve problems and simultaneously sheds light on the merits of the company's value proposition. High-quality content that educates the audience or potential investors about your project/offering and even the overarching industry really will inspire subsequent visits and shares, maximizing your company's online footprint and dramatically increasing the chances of converting visitors into investors.

Content creation is largely centered on search engine optimization or SEO for short. The entirety of your online content should contain keywords and key phrases. The *frequency* at which these keywords and key phrases are weaved into the content is particularly important. Google penalizes websites that have an egregiously high keyword frequency. The last thing you want is for your website to be moved down the search engine results pages (SERPs) because it is overloaded with keywords and key phrases.

Keep your keyword/key phrase frequency at or near [0.5% to 3%](#) and you will have done your part to rank higher on the search engine results pages, ultimately making it that much easier for those interested in your value offering to find your website or another compo-

nent of your online footprint. Just be sure to publish a steady stream of content as Google and other search engines favor sites that have fresh, updated content as opposed to stale, outdated content.

Tip #2: Facebook Advertising is Worth Every Penny

It is not enough to simply create a profile on Facebook and other social media sites. Though interacting with the public and providing updates about your offering on Facebook is certainly important, it is also prudent to advertise on the platform as the platform has the ability to allow you/advertisers to create a "lead generation" campaigns based on demographics and

specific criteria per your offering. Those who have crunched the numbers are adamant advertising on Facebook provides a nearly unmatched return on investment. Though some of the platform's users will simply scroll past sponsored posts that appear in their feed, the bottom line is their eyes will lock in on the creative banner that has a catchy headline, the company name, logo, slogan and other details while scrolling.

Add in the fact that some of the platform's users will read every word of the Facebook ads presented to them and you have all the more reason to advertise on the platform. The bottom line is the strategic use of Facebook for paid advertising has the potential to provide [a lofty return on your investment, possibly upwards of 4x or more.](#)

Tip #3: Google AdWords Connects Your Business to Interested Parties

A Google AdWords campaign has the potential to steer traffic to your website as well as other components of your online footprint, helping you establish

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vitaly important connections with those interested in paying for your value offering or investing in your project. However, the subtleties of your Google AdWords campaign are of the utmost importance. Zero in on the keywords and key phrases most likely to be used by your target audience when searching the web and online traffic will gradually move in your direction. In fact, the average business makes an impressive [\\$2 of revenue for each dollar invested](#) in Google search ads.

Google AdWords presents you with an invaluable opportunity to outrank your competitors on the globe's top search engine. The bottom line is if people cannot find your business on the web, they won't be nearly as likely to pay for your products or services or consider investing in your offering. In short, it is in your interest to use Google AdWords to zoom up to the top of the search engine results pages (SERPs) for prominent "above the fold" placement when people search for keywords related to your offering, niche, industry, etc.

Google AdWords are also important for maximizing the impact of your limited digital marketing budget. The overarching goal is to connect with as many members of your target audience as possible without burning through your marketing budget. Opt for a Google AdWords campaign and you will have done your part to heighten brand awareness in a highly efficient manner. Add in the fact that Google AdWords campaigns work faster than search engine optimization (SEO) and you have all the more reason to get started on such a campaign without delay.

It takes some time for SEO pushes centered on the strategic use of keywords, key phrases and local identifiers to make the intended impact. Google AdWords is essentially a shortcut to the finish line. Though Google AdWords campaigns typically cost more than SEO pushes, it can be argued this is money well-spent as it produces faster results. In fact, Google AdWords has advanced to the point that this form of advertising can now be scheduled to connect with the target audience at specific times of the day, ultimately delivering your message at the most opportune time



to maximize interest in your business.

Perhaps the best part about implementing a Google AdWords campaign is it connects or positions your offering to those who actively express an interest in your investment opportunity. This is your chance to establish valuable connections with individuals and businesses who demonstrate a clear and sincere interest in your project.

Tip #4: Video Content Creation Goes a Long Way

The written word is certainly powerful yet some members of your target audience prefer to listen or watch rather than read. Furthermore, some people skim through online content presented in written form or simply stop reading after the first 500 words. Your company can connect with that many more people through artfully made videos. However, there is no sense investing large sums of money or a considerable amount of effort in creating lengthy videos. Most people are willing to watch a video that is 90 seconds long or shorter. However, some people are only willing to invest 30 seconds or less in a video. Make brief videos that get straight to the point about your investment opportunity. Embed those videos on your website, blog and social media so they can be played on websites other than YouTube.

Furthermore, it is in your interest to create a YouTube channel for your business and upload all video content to the platform. Though videos might not

receive as many views on the YouTube platform as they do when embedded into the rest of your online content, it is easier for people to share YouTube video links rather than attempting to figure out how to share videos that are embedded on your blog, website or another component of your online footprint.



Tip #5: Send out Press Releases

A simple press release has the potential to generate significant and extensive publicity for your investment opportunity. However, merely posting the press release to your website or blog will not suffice. Invest the time necessary to write a press release in a truly artful manner and send it to local media outlets as well as press release syndication websites such as Cision PRWeb.

Press releases should be written in a completely objective manner with the overarching aim of providing the public with newsworthy information about the company rather than attempting to tout the merits of the value offering. A truly objective press release that highlights a company announcement or accomplishment will build interest in the company from the general public as well as your target audience,



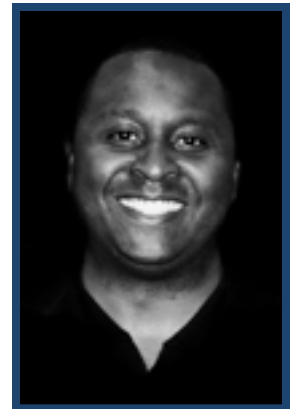
ultimately extending brand exposure to potential clients, investors and others.

Keep in mind, your press releases will be published on the web so they should feature keywords and key phrases at a keyword saturation rate between 0.5% and 3%. Publish and circulate press releases each time your company has an important announcement or achieves something of significance and you will gradually enhance your SEO, helping to forge connections with that many more prospective clients, investors and other potentially helpful parties as time progresses.

About the Author

TEDDY WATTS JR.

Digital Marketing



Teddy is widely recognized as a Digital Marketing expert in helping businesses in a wide range of industries including:

- **Investing and Financial Research**
- **Real Estate**
- **Higher Education**
- **Fine Art**
- **Health and Wellness**
- **Digital Marketing and Media Relations**

Teddy has 18+ years of Digital Marketing experience and has a passion for helping businesses and entrepreneurs reach their financial goals online and offline. He has partnered with Amazon Inc. in the daily deal business space back in 2011 and has helped his clients make a total of \$250+ million in the past 18 years he's been in Digital Marketing.

To discuss how to market your offering online, schedule a FREE 30-minute coaching call (\$297 value) with Teddy by signing up at the link below:

<https://calendly.com/tawattsjr>

Opportunity Zone Podcast Launch on Voice America Network

What a Way to Kick Off 2021!

Our podcast “The Opportunity Zone” is now airing on the Voice America Network as of January 2021 and 53 million loyal listeners. Won't you join us? Download the podcast now and tune in regularly.



The Opportunity Zone podcast is a place where investors, syndicators, and lenders can share their best practices, stay informed, and

CHRIS MAGDA

get real actionable advice from two industry-leading practitioners Chris Magda and Dan Summers. Expect special guest line ups that include former NFL Stars to Real Estate Gurus mixed in with some out of the box surprise influencers as well. The OZ Show will make you laugh, cry, and inspire you to commit yourself to take the educated risks and tools necessary to make your vision a reality!



Get To Know Dan Summers

About the Author

Dan Summers is one of the most seasoned and experienced real estate syndicators in America.



Dan cut his commercial real estate teeth in Chicago in 1978. Over the next 40 years, he has mentored and been mentored by the greatest real estate minds in the industry like Herb Glimcher, Mel Simon and Sam Zell. As a result, he single-handedly built one of the most successful and impressive real estate portfolios in America valued today in excess of \$2B. Boasting ownership in landmark assets like the Frick Building, Westinghouse Building and the Clark Building, along with myriad of operating companies, Summers underwrote its IPO while selling his interest in 1999. Along the way, he learned volumes of lessons.

When the JOBS Act was enacted in 2013, Summers reentered the industry to build a new and exciting company...eVest Technology. Playing off 40 successful years of syndicating

capital, Summers pulled all his experiences together (good & bad) to create an A-Z White Label syndication platform as only someone with his practical experience can do first hand. Selecting Reg D 506 c as its cornerstone exemption, Summers recognized the availability to raise capital afforded through General Solicitation and reach out digitally to 11M+ accredited investors for the first time in SEC history.

“Real estate is an art and technology is a science. Creating accurate harmony between the 2 was the challenge” said Summers. “One does not learn the art of real estate from a text book. It takes years of hands-on application to perfect the process. Blend that with today’s cutting-edge digital technology and you get eVest Technology. Not a bunch of isolated stand-alone features. But an integrated harmony between every capital raising step, inch-by-inch. From digitizing the PPM to accreditation to dividend distribution and reporting. Only experience can deliver this process accurately” continued Summers.

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Not a bunch of isolated stand-alone features. But an integrated harmony between every capital raising step, inch by inch.”

DANIEL SUMMERS

Founder and CEO, eVest Technology

Dan Summers lives in St Augustine, FL with his wife of 40+ years. He has a son who spent 5 years in Special Forces and now is a successful developer in Mississippi. He’s married to a veterinary surgeon and has 3 sons: Gus, Max and Wes. Dan’s daughter is an attorney in St Louis and is married likewise to an attorney. They have 2 daughters: Molly and Paige.



Our Clients Say It Best. Will You Be Next?

We have worked with eVest for about a year now and have been absolutely delighted to be working with them. eVest is a leader and forerunner in the online capital raising arena. They are always very responsive to our needs and requests. I recommend eVest very highly. They are exceptional!

Paul M. Wendee & Associates

eVest Technology took the time to truly understand who our customer is. They asked thoughtful questions and made intelligent suggestions. They took that understanding, put it through their process and gave us back by far and away the most qualified list of potential customers we've ever had. Within minutes of using the list for the first time, we had customers combing our website and reaching out for more information. eVest will be an important part of all of our projects going forward.

Spectrum Capital

Used your platform to promote two recent successful real estate auctions. Very impressed with results. Look forward to using your firm again!

Fisher Auction Company

We at Bright Star Scientific decided to engage the services of the eVest portal because we could go right to the site, put all of our information in with little instruction, and be up and running very quickly. We needed to adjust our tactics a bit once we learned from their team more about SEC rules and regs, and the eVest team was very knowledgeable. They are expert and efficient at their jobs and now we have started raising funds. Once we learned about the SEC's Regulation D 506 C, it seems like the right choice for us. They have even done much of the heavy lifting work for their clients, and they have definitely gone out of their way to make this a success.

Bright Star Scientific

MidSouth Multifamily was formed to capitalize on the huge emerging online offering market. Integral to our strategy was the deployment of a cutting edge fintech platform to scale our business and manage our investor base. eVest emerged as the clear winner for us after an exhaustive search and due diligence of the available platform. Whether it's investor sourcing, deal marketing and management, or back-end administration you are looking for – eVest delivers.

MidSouth Multifamily

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INSIGHTS

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eVest Technology is disrupting the Private Placement Market and replacing it with its Online Public Offering (OPO) Market creating a whole new Modern Capital Syndication Industry.