

TYPES OF INVISIBLE DEALS SMART INVESTORS SEEK

These types of investments resonate with investors, therefore, they are more likely to participate in them. In order to get the attention of investors, opportunities need to be both attractive and lucrative.

Exclusivity Deals—closed deals you must be personally recommended into

Pay-to-Play Deals—deals that you only have access to because of previous investments or you have paid some sort of a fee to allow you to take part

Off Market Deals—Investments that have not been advertised publicly for sale, so there is often no competition or much less competition to buy these assets

Institutional Deals—investments that are typically reserved for institutional investors but with the right connections can allow an individual investor or group to join

Unconventional Investment Opportunities—terms, structures, and industries that are uncommon and often overlooked

Emerging Markets—markets that are on an uptick but it may not be common knowledge

New Frontier—new ideas or industries that will likely become mainstream in the future

Trend Focused—strong investments based on the current economic climate and market trends

Disruption—companies or industries that challenge the status quo and create more value than what's currently available

Massive Deal Flow Networks—investors who see hundreds or thousands of deals a year that you get access to

Ecosystem—Being around sophisticated and experienced investors (who love sharing what they have learned and investments they are making)