

# Deal flow

Transmission Private is a full-service communications agency, known for advising many of the world's most successful individuals on their reputations. We are a global leader in advising private investors, entrepreneurs, and family offices on reputational strategies to give them the edge in accessing deal flow. We help clients achieve the unexpected through the power of reputation.

## Introduction

When trying to access the most competitive and lucrative deal flow, it is critical to take steps to enhance your reputation and credibility, and, where appropriate, selectively raise your profile.

Co-investors and target companies are looking to work with investors with a credible and verifiable business track-record as well as with those with strong ethical credentials. As a result, it is increasingly important for both investors and their investment vehicles to have some form of verifiable digital footprint.

We have worked alongside some of the most significant private investors, venture capitalists, and family offices, drawing up strategies to give them a competitive advantage in attracting deal flow.

Our Deal Flow team is quick-to-act, strategic, and discreet. They have decades of experience working hand-in-hand with clients to devise creative strategies to position them for off-market investment opportunities.

## Our service

Our Deal Flow team acts for clients who are only starting their investment journey as well as established operators who are looking to break into new emerging sectors, such as technology and off-market real estate.

### Our key services include:

- Strategic communications advice on personal and corporate positioning;
- Sensitive advice on the visibility of individual investors within their investment vehicles;
- Building a track-record of online content to support an investor's credibility;
- Branding and narrative development for the investment vehicle;
- Identifying an investment vehicle's point of difference in the market;
- Writing content to position the individual investor and their vehicle;

- Taking control of an investment vehicle's online profile;
- Designing and launching dedicated websites for family offices and investment vehicles;
- Identifying key stakeholders to generate and secure deal flow;
- Generation of physical collateral for offline communication;
- Securing selective coverage to carefully raise the profile of the investor;
- Drafting press releases, FAQs, and other stakeholder content.

## Our experience

Our team has supported a wide variety of clients who need to navigate crises threatening to do long-term damage to their businesses.

### Our recent highlights include:

- Supporting a family office (£1.5 billion) on the launch of their new website to give visibility to the opportunities they were seeking to attract.
- Announcing new venture capital deals (between £1-10 million) to the technology media on behalf of a noted entrepreneur, with a view to securing more relevant tech start-up deal flow.
- Giving careful visibility to an individual investor's successful investment track-record online, including their source of wealth, to support credibility and ensure she commanded respect and gravitas.
- Creating offline collateral, including a new brochure, for a family office for private sharing with contacts to secure off-market real estate deal flow.
- Carefully raising the profile of a new family office (\$550 million) in the financial media with a view to unlocking co-investment opportunities, as well as building a track-record of online media content to support credibility.
- Announcing a significant investment into German SMEs (€300 million) on behalf of a private investor to the European media, with a view to securing high-quality valuable deal flow without exposing the principal to unnecessarily media interest.

## Our company

Becoming a client of Transmission Private is unlike working with any other communications agency. That is because we do not measure our working relationships in terms of weeks, months, or even years, but in terms of generations – with clients returning us to time and time again as and when needs arise. We look to build life-long relationships based on loyalty, trust, and confidence.

Once you become a client of Transmission Private, your reputation becomes the central and sole focus of all our energy, passion, and thinking. Our expert team is mobilised to advance your best interests at all times. We see the world through your eyes, advising you discreetly on the careful steps that you need to take to achieve your highly personal, highly private professional and non-professional ambitions and aspirations.

We are a team of specialist communications experts at your disposal. A single point of contact for all your communications needs, we are your competitive advantage to help you achieve your personal and professional goals.

While some clients may need our support on an ongoing basis, other individuals will request our support at important junctures in their personal and professional careers that may lead to specific communications opportunities and challenges.

### These events include:

- Sale of a business;
- Acquisition of a business;
- Business crisis event, such as downsizing or administration;
- Making a significant investment;
- Giving a charitable gift;
- Launching a family office;
- Setting up a charitable foundation;
- A substantial career transition;
- A succession event;
- Giving a political donation;
- Joining a new Board;
- Starting a new phase in your career.

## Our team

We blend the high-quality personal, attentive, discreet service that successful individuals expect from a private bank with the up-to-date, modern communications techniques they need to navigate the risks of an increasingly digital world.

We are very fortunate to have built an exceptional team, blending decades of experience both working with the media as well as supporting private clients.

We also focus on hiring from outside of the conventional public relations and communications industry, bringing in talent with experience across private client law, accountancy, public affairs, and family business advisory. This depth of experience enables us to deliver sophisticated yet commercially pragmatic advice.

Our team is at the heart of the business. As a Partner-led business, every client we support has a dedicated Partner looking after all of their work, providing a single, highly personalised, around-the-clock contact point to access all our services and support.

“Recognised as best in breed for family communications, Transmission Private has doubled the number of families it supports in the past year.”

**SPEAR'S500**<sup>2020</sup>

“Transmission Private has carved out a name for itself as a private office that works exclusively with families and family offices, helping individuals manage and control their media interest.

**Family  
Capital**

“The Transmission team look after every part of the family's reputation, advising around the media risk of investments, philanthropic engagement and more.

**SPEAR'S500**<sup>2019</sup>

## For more information

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