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real estate investment **copywriting**

Subject: Real Estate Crowdfunding

Type: Blog Post, propertymetrics.com

Objective: SEO, Authority Building, & Social Media Shares

This 3,000-word post was designed to give commercial real estate investors a detailed explanation of where real estate crowdfunding is currently and where it is going. The post explains the complicated SEC rules, including recent changes, that govern the area. The JOBS Act is also discussed and explained. The post is purely informational and designed to show PropertyMetrics as a reliable and comprehensive source of commercial real estate information and analysis.

The Definitive Guide to Real Estate Crowdfunding

You've seen the news headlines about real estate crowdfunding and how it is changing the industry. However, much of the federal regulations that are supposed to govern this brave new world have not yet been enacted. Learn about what is possible with crowdfunding real estate investments and where you need to be cautious.

The JOBS Act Gives Birth to Real Estate Crowdfunding

It's hard to be on the web without coming across an article about some new crowdfunding startup. The power of using a group of strangers to raise money for everything from [funding a children's TV program](#) [about the power of reading](#) to finding investors for a promising new commercial real estate venture seem to be the fulfillment of all the promises of what the Internet could be. But, not all crowdfunding is the same. When the JOBS Act was signed in 2012, it was, in part, targeting a very specific type of crowdfunding.

Consumer Crowdfunding and Investor Crowdfunding

Kickstarter is the most famous crowdfunding platform in the world. But, Kickstarter is a consumer facing platform. It does not allow people to invest in companies and products in the strict legal and financial sense. Instead entities post a project on Kickstarter and ask for donations.

This article is organized with headings and subheadings to improve readability. Links to outside references give credibility and authority. This section contains background information to help the reader make sense of the rest of the article.

How Does Regulation A+ Impact Crowdfunding?

Because Regulation A+ does not have a general solicitation ban and non-accredited investors can participate in these offerings, it seems possible for a real estate project to get capital from a large dispersed group of people in a similar way to crowdfunding.

However, until the crowdfunding regulations are issued, straightforward investment crowdfunding is still illegal. Offers open to the general public where investors are given equity in exchange for their investment are not legal.

What is legal is "accredited crowdfunding". Offers that conform to the rules of Regulation D Rule 506 (c), where only verified accredited investors participate is the type of "accredited crowdfunding" that is legal.



The headline uses the long tail keyword phrase "real estate crowdfunding" to help improve the post's SEO. The headline grabs the reader's attention because it promises more than a superficial treatment of a trending subject.

The headline attracts the ideal customers for PropertyMetrics, someone interested in detailed real estate investing information.

The majority of the post gives actionable information, such as explaining how recent regulatory changes affect real estate crowdfunding.

Even complex topics are explained in short paragraphs making the piece visually less intimidating. This also makes it easier for people just looking to skim the article to come away feeling informed.

The piece moves from fact to analysis, giving the reader maximum value for their time.

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