



Paul Stanton

Creating access to alternative real estate investments

29k followers • [View Profile](#)

4

POSTS / WEEK

5 PM, UTC

MAIN POSTING TIME

90

AVG REACTIONS

10 comments

58%

CALL-TO-ACTION

FREQUENCY

#1 SUCCESS FACTOR

He turns complex investing and fundraising ideas into simple, “saveable” memos: big numbers up front, then a clear step-by-step explanation with a strong takeaway. Because most of his reach comes from high-signal, non-salesy posts, he can sell separately (mostly at the end of posts) without breaking trust—and the profile stays clean and premium so the content does the convincing.

FORMAT BREAKDOWN

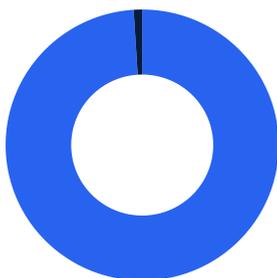


Image	99%	90 avg reactions
Video	1%	40 avg reactions

7 Tactics You Can Steal

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03 Explain a whole business by breaking down the money stack

04 Use a big, trusted name to earn attention fast

05 Start by saying "stop doing this" before you teach the better way

06 End with one easy question so people can reply fast

07 Pin one clear guide in Featured so the right people self-select

7 Tactics You Can Steal

1

Start with a few numbers, then explain what they mean

Many of his biggest posts open like a mini investing memo: 2–4 numbers that are easy to repeat, then the story behind them. It works because people can scan the numbers fast, decide it's "real," and then stick around for the explanation. The proof is in the performance: the top set of posts averages about 5.69× relative engagement, and several of them lead with strong, concrete numbers. To copy it, write your first 1–2 lines as a "numbers stack" (price, growth, count, time), then spend the rest of the post explaining the one key reason those numbers matter.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

2

Teach with a numbered list so people can skim and save

His highest-performing writing is structured like a "playbook": a short promise, then a numbered list that walks the reader through the idea. It works because LinkedIn is a skim platform—numbers make the post feel organized, complete, and worth saving. Across his top performers, the common format is long-form breakdowns with clear sections, and those top posts average about 5.69× relative engagement. To copy it, pick one topic, write 5–10 short numbered points, and make each point one screen of text or less.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

3

Explain a whole business by breaking down the money stack

Several top posts don't just describe a cool company—they explain exactly how it makes money in multiple layers. This works because readers can instantly see the "engine," not just the hype, and it makes the post feel like insider research worth sharing. It also matches what performs best overall: detailed case studies in the membership/experiential theme average 3.26× relative engagement across 7 posts. To copy it, list the revenue lines (what people pay for), the limits (scarcity rules), and the reason others can't copy it easily (the moat).

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

4

Use a big, trusted name to earn attention fast

He often starts with a brand, firm, or well-known person, then uses it as proof that a bigger trend is real. It works because people trust familiar names, so they give you a few extra seconds—and then they share the post because it feels “confirmed by the market.” You see this same pattern in multiple top performers that start with recognizable institutions or companies, which helps explain why the top set averages about 5.69× relative engagement. To copy it, pick one credible name your audience knows, state the surprising fact in one sentence, then explain the lesson in plain language (no insider slang).

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)

5

Start by saying “stop doing this” before you teach the better way

A repeatable hook pattern is “don’t do the normal thing—do this instead,” followed by a clear, practical alternative. It works because it creates instant tension: people either agree and lean in, or disagree and comment. One of his strongest conversion posts uses this format and drove outsized discussion (including a post with 491 comments tied to a simple “comment a keyword” ask). To copy it, write your first two lines as a direct swap (“Instead of X, do Y”), then give 3 specific steps so the advice doesn’t feel like a hot take.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)

6

End with one easy question so people can reply fast

He regularly ends posts with a single question that’s easy to answer without writing an essay. It works because the reader already has an opinion, and the question gives them “permission” to drop a quick comment. He uses this a lot: there are 19 posts that use an explicit engagement-question CTA, and the highest-performing posts often finish with a prompt. To copy it, don’t ask a vague question like “thoughts?”—ask something specific with two clear sides (for example: “Is this trend real in your world, or not?”).

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)

7

Pin one clear guide in Featured so the right people self-select

His profile stays clean and non-salesy, but the Featured section carries a specific “guide” that speaks to a very specific buyer. This works because when a post goes viral, serious readers click the profile looking for the next step—and a clear, titled guide tells them “this is for you” without a pushy pitch. It also matches the rest of his strategy: most reach comes from pure insight posts, while conversion happens through a small number of clear next steps. To copy it, keep your headline as a simple promise, then pin one resource with an audience label (like “A guide for ___”) so inbound leads pre-qualify themselves.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)[Profile →](#)

Profile Breakdown

HEADLINE FORMULA

Creating access to alternative real estate investments

Mission verb + clear benefit + specific niche. Example structure: "Creating/Building/Unlocking [benefit like access] to/for [target market] in [niche]." It works because it's benefit-first (easy to remember), niche-specific (filters the right audience), and sounds like a builder/operator instead of a job title list.

BANNER STRATEGY



Premium "aspirational" image (scenic, warm, calm) that signals stability, long-term thinking, and high-end taste without making a hard sales pitch. It works because it keeps the profile approachable and non-scummy while matching the vibe of alternative assets and wealthy allocators; the explicit offer is left to Featured and the content.

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
Experiential and alternative real estate case studies (the “why this works” teardown)	41%	<p>The winners are recognizable, real-world case studies that explain a business model with concrete details (brands, pricing, scarcity, and how money is made). This shows up most strongly in the “private club / third place / membership” theme: 7 posts average 3.26× relative engagement. The underperformers are far-future/speculative concepts that are hard to connect to a near-term, investable path: 2 posts average 0.44× relative engagement.</p>	Post 1 Post 2 Post 3
Capital raising + deal structure (mechanics, terms, and investor psychology)	25%	<p>The most consistent winner is hands-on deal mechanics—especially Co-GP / GP investing structure explained with terms, numbers, and governance. Across that sub-theme, 5 posts average 3.38× relative engagement, well above the pillar average (2.29×). The weaker posts are high-level “capital formation is changing” takes without a named example, term sheet detail, or a clear step-by-step playbook: 3 posts average 0.59× relative engagement.</p>	Post 1 Post 2 Post 3
Building the platform (CapitalStack / Thesis Driven) + operator stories	34%	<p>Founder/operator stories work when they read like a real update with proof: timeline, what changed, and specific metrics or lessons. Those “narrative + proof” product/founder posts average 1.18× relative engagement (5 posts) versus 0.26× for plain product announcements (3 posts). Personal posts are rare, but the ones that stay genuinely reflective (instead of quickly pivoting into tactics) perform better (1.52× vs 0.83× in the small sample).</p>	Post 1 Post 2 Post 3

Conversion Strategy

Their Offer(s)

CapitalStack — a paid subscription investor database + community (intel, call notes, matchmaking, live sessions).

Thesis Driven courses/workshops (capital raising, underwriting, development, data centers, AI, family office capital, etc.)

Capital Studio (application-only, high-touch brand/content production for sponsors)

Buy Box / Thesis Driven Substack (newsletter and longer-form research)

Occasional 1:1 help via DMs for capital raising/story (implied consulting)

How They Promote in Posts

CTAs show up often, but the style stays value-first: the education comes first, and the ask is typically saved for the final lines with “link in comments.” Across 95 posts, posts with any CTA (55 posts, 57.89%) average 1.40 relative engagement versus 2.02 for posts without CTAs (40 posts), so he appears to use pure insight posts as the growth engine. Promotional CTAs specifically show up in 36 of 95 posts (37.89%), and those promotional posts average 0.96x relative engagement versus 2.09x for posts without a promotional CTA—except for one high-friction “comment a keyword to get the guide” offer that produced 491 comments.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

How They Promote in Profile

The banner and About are intentionally light on selling (more “premium alts” vibe and credibility than a direct CTA). The clearest conversion path on-profile is the Featured guide with a specific audience promise, which acts like a lead magnet; most other conversion is driven inside posts via end-of-post CTAs and links in comments.

[View Profile →](#)

Top 10 Posts

1



Ex-Blackstone execs are spinning out to chase 10X returns. But they're not raising funds. They're becoming Co-GPs. Here's the playbook:

He explains why seasoned institutional investors are leaving big firms to partner with operators as Co-GPs instead of raising traditional funds. The post walks through how the Co-GP model works, including the roles each side plays and why platform ownership can create much bigger outcomes than deal-by-deal investing.

♡ 796 💬 94 ↻ 39

2



Microsoft is paying \$300K for "storyteller" roles.

He argues that fundraising and selling are shifting from slide decks to narrative, using a surprising hiring and pay datapoint as proof. He then calls out outdated behaviors and gives a short list of what leaders should write about to build trust over time.

♡ 654 💬 118 ↻ 48

3



The U.S. hotel market just split in two. Luxury properties are thriving. Budget hotels are dying. And a \$37M penthouse in Grand Cayman explains why:

He describes a split in hotel performance and uses a high-end branded-residences project as the case study. The post explains why the model is less about selling rooms and more about selling access, scarcity, and multiple revenue streams.

♡ 539 💬 66 ↻ 33

4



Real estate will never be the same. For a decade, it was a bond substitute. Stable. Predictable. Yield play. Now, it's become a true opportunistic asset class. The investors who don't adapt will get left behind:

He frames the last decade as an era where real estate behaved like stable income, then explains why that regime broke. He lists the risks and the new areas where returns are likely to come from, emphasizing complexity, restructuring, and operating skill.

♡ 509 💬 56 ↻ 26

5



Instead of chasing PERE funds who are on the sidelines for 18 months. Do this:

He tells sponsors to stop waiting on sidelined institutional capital and instead build a scalable retail fundraising engine. He segments retail investors into clear groups, previews what systems are needed, and offers a playbook in exchange for a comment keyword.

♡ 97 💬 491 ↻ 2

6



Yellowstone Club. Bankrupt in 2008. Cross Harbor & Discovery Land bought it for \$175 million. Raised initiation fees to \$400K. This is the \$1B+ template every ultra-luxury residential club is now copying:

He tells the turnaround story of a luxury club and breaks down the membership design, scarcity rules, and revenue lines that make the model work. He also explains why the template replicates and why it attracts high-end demand.

♡ 437 💬 44 ↻ 12

7



Private aviation hangars: 15-20% yields. 25-30 year leases. 5-6% cap rates. Institutions haven't arrived yet. Here's why this niche is about to get crowded:

He argues that private aviation hangars are an under-institutionalized niche with strong economics and growing demand. The post explains the supply constraints, sticky tenants, and regulatory barriers that create defensibility.

♡ 392 💬 60 ↻ 8

8



10 years ago, institutional investors ignored private golf clubs. Too fragmented. Too operational. Too alternative. Now Bain Capital just bought 39 clubs from Clearlake for undisclosed millions. Here's what happens when alternative assets mature:

He uses a large private equity transaction to show how a niche asset class becomes "institutional." The post explains the platform playbook (professionalize, acquire, grow cash flow) and invites readers to predict what category institutionalizes next.

♡ 385 💬 50 ↻ 11

9



Just negotiated a \$40M co-GP term sheet for a platform scaling niche real estate. Everyone asks how these deals work. Here are the 10 terms that actually matter:

He shares firsthand experience from negotiating a sizable deal and explains what a Co-GP partnership actually is. The post lays out the key terms and alignment points that determine whether the partnership works.

♡ 376 💬 38 ↻ 6

10



Farm hospitality just became institutional. Agritourism is now a \$14.5B market growing 12% annually. But family offices aren't calling it "agritourism." They're calling it high-yielding, niche real estate with defensible tailwinds and writing 8-figure checks:

He argues that farm-based luxury hospitality is moving from quirky to investable, using market-size stats and buyer behavior as proof. He explains the business model by separating the operating business that drives cash flow from the land value that anchors downside and scarcity.

♡ 347 💬 49 ↻ 23