BELL ACQUISITIONS · A CAPITAL CONVERSATIONS PROGRAM

Capital *Connect*

The funding and mentorship program, laid out from A to Z. One allocation, two doors, and the opening move on the fund.

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z

01	**Lock the deal**	STEPS A TO D
02	**Build the machine**	STEPS E TO I
03	**Launch week**	STEPS J TO N
04	**Operate the flywheel**	STEPS O TO U
05	**The fund door**	STEPS V TO Z

$19.4M
AUM TODAY

140+
DOORS

1%
OF EVERY FUNDED LOAN

$100M
THE CLIMB

PREPARED FOR BRITTANY BELL · JULY 2026 · PRIVATE WORKING DRAFT, NOT FOR DISTRIBUTION

THE BIG PICTURE

One allocation. Two doors. *A flywheel.*

The relationship in one line: Paolo, an investor who lends, allocates capital for deals Brittany sources. She finds and screens the borrowers, he funds the loans, and she earns 1% of every funded loan amount. He knows where this is headed: her own private credit fund. This program is the opening door.

DOOR ONE · DM "FUNDED"

Get Funded

Followers with a real deal fill the intake, get screened with the **5-Minute Deal Score**, and qualified deals walk straight to the capital with a warm intro. Front of the line, because they came through her.

DOOR TWO · DM "MENTOR"

Get Ready

Followers who have watched for years but never flipped apply to **Bell University**. Structure, a checklist, and a deadline. Graduates come out fundable and walk through door one with their first deal.

THE FLYWHEEL

CONTENT		DMS		DEALS FUND		PROOF		TRACK RECORD		THE FUND
IG, group chat, letter, threads	▶	FUNDED or MENTOR	▶	1% fee per funded loan	▶	funded posts, mentee wins	▶	volume, discipline, outcomes	▶	Doorbells opens on proof

and every piece of proof becomes next month's content, so the wheel spins itself

$3,000
What one $300K funded loan pays at 1%. Fee math, not a projection. A fee exists when it is paid.

$10M
The allocation, verbally committed. No dollar figure goes public until Paolo signs it on paper.

3 lanes
Referral fees, mentorship revenue, deal flow visibility. None of her capital at risk.

STEPS A TO D

Phase One. *Lock the deal.*

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Nothing goes public until the money and the paper are real. This phase is one conversation with Paolo and one pass with counsel.

A

The allocation call

$10M, verbally committed. Now Paolo confirms it on paper: committed or best-efforts, and whether it replenishes as loans pay off. **In writing**, so every public claim survives a "show me."

B

The two-page agreement

1% of funded loan amount, paid at closing. Covers draws, refis, and repeat borrowers. Attribution runs through her intro email. Tail protection if it ends. **No exclusivity**, the program stays hers.

C

The loan box, documented

States, property types, minimum and maximum loan, LTV and ARV limits, rate and points range, experience floor. She markets exactly what he funds, nothing more.

D

The counsel pass

Business-purpose, investment-property loans only. Licensing check on per-loan compensation in Georgia. Disclosure wording approved. Confirm Paolo's entity stays lender of record. Same conversation as the Mario papering.

The gate: if Paolo ever wants her entity on the note instead of his, pause and route through counsel. That is not this program, that is the fund build itself, and it deserves its own paper.

STEPS E TO I

Phase Two. *Build the machine.*

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

One build day. Everything a DM triggers already exists before the first post goes up, so launch week is pure distribution.

E

The FUNDED intake

Name, entity, property, purchase price, rehab budget, ARV, contract status, experience, cash position. One gate question kills the compliance risk: **investment property you will not live in**, yes required to proceed.

F

The MENTOR application

Goal, market, flips completed, capital available, why now, and one line on what has stopped them. Short on purpose, the filter is honesty, not paperwork.

G

The referral tracker

Every deal, every stage: intake, scored, referred, underwriting, funded, fee paid. This sheet is also the fund's future proof, so it starts on loan one.

H

The DM scripts

Saved replies for both keywords, written in her voice, linking the right form. Manual first, automation only if volume earns it.

I

The screen

Every deal runs the **5-Minute Deal Score** before a human conversation happens. Purchase, rehab, ARV come straight off the form. Quality referrals protect the 1% for years.

Why the screen is the whole game: Paolo keeps funding because her deals are good. The score keeps them good, and every "no" it produces has somewhere warm to land, which is Phase Four, step Q.

STEPS J TO N

Phase Three. *Launch week.*

A B C D E F G H I **J K L M N** O P Q R S T U V W X Y Z

Warmest audience first, widest audience last. Every piece is a draft until she approves it, and every piece carries the disclosure line.

J

Group chat first · Day 1

The inner circle hears it before any public post: the allocation, both doors, front-of-the-line access negotiated for them specifically. Loyalty gets paid first.

K

Story sequence · Day 1

Three frames. Curiosity open, the allocation and the access, then the second door for the ones still watching from the sidelines.

L

The announcement reel · Day 2

Feed post with the approved caption. One gem, both keywords, the fund narrative, and the compensation disclosure in plain sight.

M

Capital Conversations · Monday

A section in the letter: what an allocation means, why access beats rate-shopping, both doors. Mixed-gender, private credit vocabulary, investor questions route to IR.

N

Threads and X · through the week

Three to five posts folded into the monthly batch. Different angles, same two keywords.

The approval gate holds: nothing on this page publishes, schedules, or sends without her explicit yes on the final copy. Drafts always, sends never.

STEPS O TO U

Phase Four. *Operate the flywheel.*

A B C D E F G H I J K L M N **O P Q R S T U** V W X Y Z

The weekly rhythm once the doors are open. None of it is new work, it folds into the content system she already runs.

O

Score every deal
Pass and fit the loan box, it moves. No exceptions, no favors, no unscored intros. The standard is the brand.

P

The warm intro
One email to Paolo with the borrower copied and the deal one-pager attached. That email is the attribution record for the 1%. No intro email, no fee dispute later.

Q

The no becomes a door
Failed scores get told exactly what is off and what fixes it. That reply is the mentorship on-ramp, a no with a next step attached.

R

Log everything, day one
No deal moves without hitting the tracker. Source, score, dates, status, amounts. Future LP proof is being written here in real time.

S

Collect at closing
Fee invoiced per the agreement, logged when paid. Prospect fees never count as income, a fee exists when the wire lands.

T

Monthly proof post
Funded deals become content, with borrower permission. Real addresses blurred, real numbers only, vision labeled as vision.

U

Weekly pillar
One program post per week inside the existing game plan. The program earns its slot in the calendar, it does not take over the feed.

STEPS V TO Z

Phase Five. *The fund door.*

A · B · C · D · E · F · G · H · I · J · K · L · M · N · O · P · Q · R · S · T · U · **V** · **W** · **X** · **Y** · **Z**

V — **Quarterly stats**
Volume sourced, volume funded, pass rate, performance. Straight off the tracker, real numbers only.

W — **Grow the bench**
A second capital partner with a different loan box. More deals fit, more deals fund, and no single balance sheet owns the program.

X — **Route the investors**
Anyone who DMs about investing goes to Amber at IR. Never pitched in comments or DMs, never from borrower-facing content.

Y — **The LP proof pack**
Amber turns the track record into Doorbells materials: sourced, placed, performed. Secured, real-asset-backed, fixed return, defined term.

Z — **The fund opens**
Doorbells lends to a borrower base this program already built, with underwriting discipline it already proved. The opening door, walked through.

SAY	NEVER SAY
Investment partner · allocated capital · secured, real-asset-backed · fixed return · priority repayment · defined term · "my investment partner compensates me when loans close"	Syndication · waterfall · promote · GP/LP split · equity kicker · guaranteed approval · any dollar figure not yet in writing · "our investors" outside Doorbells LP language

Move one
Get the allocation number and the two-page agreement from Paolo, in writing.

Move two
Counsel pass: business-purpose gate, Georgia licensing check, disclosure wording.

Move three
Say go on the name and the copy. The machine builds in a day, launch follows the signature.