



A Private Equity Real Estate Investment Firm focused on;
Mortgage Banking, Real Estate Equity & Capital Market Investments

DIRECTOR, PRIVATE CLIENT CAPITAL & INVESTOR RELATIONS

Reporting to the Chief Executive Officer and Chief Operating Officer, the Director, Private Client Capital & Investor Relations will support all investor relations and business development activities for the Firm Capital Organization and all of its related and associated entities, including, but not limited to Firm Capital Mortgage Investment Corporation (TSX : FC), Firm Capital Property Trust (TSXV : FCD.UN) and Firm Capital American Realty Partners Corp. (TSXV : FCA.U/FCA) (collectively "**Firm Capital**"). These activities include, but are not limited to, identifying, and explaining to the marketplace what Firm Capital covers to investment advisors, financial planners, investment counsellors and family offices (the "**Private Client Channels**") across North America to fully support Firm Capital's various investor relations initiatives.

You are an energetic, motivated and articulate sales professional with a long track record of proven success and deep relationships within the Private Client Channels. You are passionate about the capital markets and excited to make an impact on Firm Capital's investor relation and business development initiatives. This collaborative role requires a balanced skill set with the ideal applicant being a talented communicator with a solid foundation in capital raising and investor relations.

Areas of focus will include assisting in the development and execution of Investor Relations and Capital Raising plans and communication materials that support our various public and private investment vehicles. In addition, this role will help facilitate effective communication between executive management and the investment community, in order to encourage a long-term and stable investor base and maintain support for Firm Capital's growth agenda.

Detailed Job Description:

- **In-Depth Analysis:** Assist with providing analysis on peer reporting metrics (benchmarking), gain an in-depth understanding of sell-side analyst valuation models, assist with the development of an IR scorecard to track progress and results of IR strategy, capital raising efforts and special projects;
- **Capital Raising:** Raising equity and debt capital through the Private Client Channels to fully support Firm Capital's capital needs for all of its private and publicly-listed vehicles;
- **Planning and Execution:** Help plan and implement a successful proactive investor relations and capital raising plan, including overseeing a comprehensive IR calendar of events. Research, plan and deliver key investor relations programs, including quarterly earnings, investor education sessions, IR website content and updates and investor conferences. Collaborate with senior management as needed in planning and execution of annual reports and AGM's as well as increase sales and market share of Firm Capital products. Research and recommend enhancements across all programs based on evolving best practices in IR;
- **Content Development:** Develop content and oversee production of investor disclosure and communication materials, including executive presentations, fact sheets, website, marketing materials, investor education sessions and various investor presentations. Work collaboratively to assist senior management with press release development and review for quarterly earnings and

other financial releases as required and assist with quarterly MD&A and financial statement review;

- **Marketing Program Management:** Assist with planning and executing investor road shows, capital raising activities and executive speaking engagements. Assist in advising senior management as needed on messaging and key investor issues in preparation for marketing meetings and provide feedback from interactions with the investment community;
- **Investor Meetings, Analysis and Research:** Learn corporate knowledge to become the key IR team point of contact for investor issues and act as secondary spokesperson to the financial community (analysts, portfolio managers, individual investors, retail brokers) through attending investor and analyst meetings; building and fostering relationships with sell-side analysts and key investors; and by addressing and sourcing answers to specific inquiries made by the financial community. Develop evolving key messages on Firm Capital's various businesses and financial strategy and assist with analysis of financial results and comparison with peer companies. Help develop IR communication and risk mitigation strategies on key business issues and conduct supporting research. Monitor security legislation and regulatory changes and make recommendations to ensure a best-in-class investor relations program; and
- Other duties as may be assigned

Requirements:

- Minimum 2-5 years' work experience;
- Proven team player with experience in investor relations and wholesaling;
- Strong relationships with Private Client Channels across North America;
- Ability to source, develop and build client leads and relationships;
- Act as a brand ambassador - representing Firm Capital professionally and in accordance with our core values;
- Thorough knowledge of the real estate and capital markets industry;
- Advanced PC skills, including Microsoft Excel, PowerPoint and Word;
- Ability to multi-task and prioritize work;
- Ability to work in a fast paced environment;
- Canadian Securities Course and/or CFA an asset;
- Extended hours required at times, particularly during peak periods;
- Excellent communication skills, including writing, editing and proofreading;
- Flawless process and project management; excellent organization and priority setting skills;
- Strong financial and investment comprehension and analysis skills; solid business acumen;
- Ability to exercise good judgment, show initiative and be proactive; and
- Ability to operate autonomously and deliver under pressure, including managing a portfolio of competing initiatives and priorities in a fast-paced environment.

To apply for this position, please forward your resume to wramos@firmcapital.com. We thank all candidates who apply for this opportunity but only those selected for an interview will be contacted.

About Firm Capital Organization

The Firm Capital Organization ("Firm Capital"), through its various affiliates operates as a boutique private equity real estate firm with proprietary capital in partnership with various capital pools, partnerships, private and public equity funds, deploying capital opportunistically between debt and equity in the real estate private and public markets. Firm Capital Corporation's main public entities include Firm Capital Mortgage Investment Corporation (TSX: FC), Firm Capital Property Trust (TSXV: FCD.UN) and Firm Capital America Realty Partners Corp. (TSXV: FCA/FCA.U). Please visit our website at www.firmcapital.com for additional details.