



## About Blue Capital Solutions

*Third-party distribution for alternative investments — trusted by sponsors, respected by advisors.*

Blue Capital Solutions was founded to meet a growing demand in the alternative investment space - the need for a distribution partner with deep industry relationships, strategic expertise and a track record of consistent execution.

After raising and transacting over \$1 billion in alternative investments since 2010, founder Erica Blue recognized that sponsors needed more than just sales support - they needed a trusted field partner who could connect with top-producing advisors, deliver high-impact education and create momentum through targeted events and campaigns.

Spanning multiple sponsors, asset classes and market cycles provides a depth of experience, serving as the foundation for a distribution platform built on execution, credibility and long-standing advisor trust.

Backed by over 15 years of relationship-building with hundreds of alternative-focused financial advisors, Blue Capital Solutions bridges sponsor offerings with advisor action through a proven mix of access and insight.

With strengths in advisor engagement, event coordination and brand-aligned marketing, Blue Capital Solutions offers sponsors a distribution experience grounded in trust, performance and long-term growth.

## **Proven Track Record in Capital Raising**

Blue Capital Solutions is led by a seasoned distribution professional with over \$1 billion in capital raised since 2010 across DSTs, QOZs, private REITs, ROTH conversion strategies and other tax-advantaged structures. This performance reflects deep experience in both sponsor engagement and advisor adoption strategies.

## **Advanced Education in Real Estate Development**

The firm's principal holds a Master's in Real Estate, with an emphasis in Development, from Georgetown University, equipping them with a sophisticated understanding of asset underwriting, capital structure and macroeconomic drivers. This foundation enhances their ability to align offerings with advisor needs and due diligence standards.

## **Established Advisor & Platform Relationships**

With over close to 20 years of experience cultivating relationships across the independent broker-dealer (IBD) and registered investment advisor (RIA) channels, Blue Capital Solutions brings immediate access to a high-conviction network of financial professionals that are actively allocating to alternatives.

## **Sales Execution & Discipline**

Capital raise efforts are backed by a rigorous, metric-driven sales approach, including consistent daily outreach and structured follow-up. This ensures active pipeline momentum, rapid product adoption and meaningful advisor engagement across regions.

## **Operational Expertise in Events & Engagement**

With 20 years of event coordination experience, the firm offers turnkey execution of:

- Advisor roadshows and regional lunch-and-learns
- Due diligence and educational forums
- Virtual and in-person webinars
- Conference sponsorship and follow-up campaigns

Extensive operational capability supports sponsors in creating scalable, impactful field events that drive attendance and conversions.

## **Investor Relations & Transactional Support**

Prior experience in investor relations allows for seamless support throughout the subscription lifecycle. The team routinely assists with:

- Subscription document walkthroughs
- Custodial procedures
- Timeline management and closing logistics

Hands-on support improves advisor satisfaction and reduces friction in the close process.

## **Comprehensive Distribution Leadership**

Blue Capital Solutions combines strategic advisory access, field-tested sales execution, operational precision and transaction-level support to deliver a full-spectrum third-party distribution solution. The result is accelerated capital raising through enhanced advisor trust resulting in long-term sponsor engagement.