



## **BlackRock Makes Like Buffett! “...And Cartel Equity Makes Like BlackRock!”**

**World’s Largest Asset Manager Looks To Raise Over \$10 Billion To Make Direct Investments In Companies. “...And Cartel Equity Fund, LLC, The Nation’s Only Fund That Caters To The Small Investor, Looks To Raise \$40 Million To Directly Invest In Successful Franchisors.”**

*The Wall Street Journal* Feb. 7, 2018

Editorialized by Rabbit Marketing to expand on Alternative Investing for the Small Investor

BlackRock is looking to raise more than \$10 billion that it would use to buy and hold stakes in companies, replicating the approach of Warren Buffett’s [Berkshire Hathaway](#) Inc. It is the first-ever attempt by the world’s largest asset manager to make such direct investments, *...and Cartel Equity Fund, LLC, the nation’s only fund that caters to the “Small Investor” -with roots dating back to the 1960’s- looks to raise \$40 million to directly invest, expand, and partner with qualified, privately held, franchisors to take them public!*

Traditional asset managers like BlackRock and private-equity firms across the nation are increasingly battling for cash from the same clients as competition for new pools of capital intensifies.

Big asset managers that have long catered to cost-conscious investors are trying to bulk up on products where they can charge big investors private equity-like fees. It is a way to add new revenue as clients large and small demand lower fees for traditional offerings. Private-equity firms, meanwhile, are [offering more funds to wealthy retail investors](#) to broaden their pool of assets.

BlackRock’s new vehicle, known within the firm as a “long-term private capital” vehicle, is in reality, their entry into *Alternative Investments, that which is the business model of Cartel Equity and FranCap, Cartel Equity’s latest acquisition with roots that date back 50+ years, and that which also replicates the approach of Warren Buffett’s Berkshire Hathaway.*

*Unlike Traditional asset managers, however, Cartel Equity Fund -whose Principals are the initial, and most often, largest investors having personally put up the first 20% of the required capital in their fund’s equities- charges no fees for their services.*

*Respective of Returns-on-Investment (ROI), Cartel Equity’s newest acquisition, FranCap Corporation, (an Alternative Investment vehicle whose business model addresses “partnering” with existing franchisors) represents the potential of, both: Profit Sharing from Franchisee Licensing, Royalty, and Marketing Fees as well as profiting from the “exit strategy” (IPO, Merger, Acquisition) of FranCap’s number of franchisor partners...A Double Whammy!*

BlackRock already manages \$145 billion in higher-fee investment strategies that include private equity and hedge funds of funds, real assets and private credit. But it doesn’t have a buyout fund of its own.

The company is raising money on the heels of a record year for private-equity fundraising. Private-equity firms raised a record \$453 billion in 2017.