

EPISODE SUMMARY:

In this episode of the Rainmaker Podcast, Gui Costin sits down with Michael Rubenstein, Managing Director at RMWC, for an insightful look into disciplined sales execution, solo practitioner fundraising, and the mindset needed to succeed in a competitive investment landscape. As RMWC's first employee and the architect of its capital formation strategy, Michael shares his evolution from top-performing financial advisor at State Farm Investment Management to leading sales and investor relations for a specialized real estate credit firm.

Michael credits his early success to embracing a structured, metrics-based sales process he learned through the "Circle of Wealth" system. This replicable model enabled him to track inputs like calls and meetings, tailor conversations to client needs, and consistently close multiple lines of business. Today, he brings that same process discipline to RMWC, where he leads sales as a solo practitioner, backed by a firmwide culture of accountability and ownership.

Michael recounts how RMWC pivoted from a fund-of-funds model to its current focus: short-duration, floating-rate, senior-secured real estate credit. With roughly \$5-\$20 million check sizes, RMWC primarily targets family offices, multi-family offices, and RIAs. In 2024 alone, Michael conducted over 400 investor meetings—an impressive volume he attributes to strategic cold outreach, warm referrals, and carefully curated in-person events that foster peer-to-peer influence among LPs.

Communication is central to Michael's approach. He tracks opportunities by stage—lead, intro call, diligence, soft close, hard close—and reports regularly to leadership using Backstop CRM and a detailed relationship spreadsheet. But he's quick to emphasize that no tool replaces the human element. A personal follow-up to a canceled meeting at iConnections led to a rebooked conversation simply because he took the time to check in. "Trust is what we're selling," he says. "People want to do business with people they connect with."

Michael's leadership style blends "shock and awe" with "land and expand." He believes strong first impressions and consistent service create loyal, scalable relationships. His advice for young professionals? Nail your sales process, get a mentor, and be meticulous about CRM hygiene—small follow-ups can be the difference between a deal and a missed opportunity.

This episode offers a tactical, real-world roadmap for fundraisers navigating today's tight capital environment—and a reminder that great salespeople lead with process, empathy, and persistence.