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Opportunity Submission Guide

A practical guide for submitting serious real estate, business, capital, partnership, and special situation opportunities with the right facts, context, and timing.

1	**Fit and context**
2	**Core facts**
3	**Decision status**
4	**Documents**
5	**Next step**

PURPOSE

This guide helps opportunity holders understand what to include before submitting a situation for review. Strong submissions are clear, specific, and tied to a real opportunity that exists now.

HOW TO USE THIS GUIDE

Submit the situation, not just the idea.

A serious opportunity needs more than excitement. It needs enough context for the person reviewing it to understand what exists, why it matters, who is involved, what decision is needed, and why the timing matters now.

KEY IDEA

The strongest submissions are direct, specific, and tied to facts. The weakest submissions are vague, rushed, incomplete, or built around claims that cannot be verified.

1 FIT — 2 FACTS — 3 CONTEXT — 4 DOCUMENTS — 5 NEXT STEP

01 What this guide is for

Use it to organize a property, business, capital, partnership, or special situation before bringing it forward.

02 What this guide is not

It is not a promise of review, response, funding, purchase, sale, partnership, advisory work, or outcome.

03 Best way to use it

Gather the core details, remove vague claims, explain the timing, and make the requested next step clear.

04 What matters most

Fit, facts, timing, authority, people involved, risks, documents, and a clear reason the opportunity exists now.

SUBMISSION STANDARD

What makes an opportunity worth reviewing

A strong opportunity usually has a real asset, a real decision, a real person with authority, and a real reason the situation exists now.

R

Real situation

There is an actual property, company, relationship, capital need, transaction, asset, problem, or decision involved.

A

Clear authority

The person submitting it can explain who owns it, who controls it, who can make decisions, and who needs to be involved.

T

Relevant timing

There is a reason the opportunity matters now, such as pressure, access, capital need, sale timing, family timing, growth, or development.

F

Potential fit

The situation connects to real estate, capital, business, special situations, partnerships, strategic review, or opportunity structure.

SUBMISSION RULE

Do not oversell the opportunity. Explain it clearly. The facts should create interest without hype.

OPPORTUNITY TYPES

The guide applies to several kinds of serious submissions.

Different situations need different facts. Use the section below to understand what belongs in each type of submission.

RE Real estate

Off market property, inherited property, probate property, value add assets, land, development path properties, hidden value, distressed assets, or complex ownership.

$ Capital

Business purpose capital, real estate backed opportunities, private capital situations, collateral based review, timing needs, or structured funding conversations.

B Business

Business acquisitions, business sale preparation, operating companies, founder situations, strategic growth, board level matters, or private venture opportunities.

P Partnerships

Strategic partners, operators, capital partners, referral partners, professional introductions, deal structure, or relationship driven opportunities.

S Special situations

Complex timing, pressure, ownership issues, development pressure, distressed conditions, unusual leverage, or situations that do not fit a standard box.

M Media or public requests

Interview requests, publication references, speaking context, article inquiries, or public profile related professional communication.

THE FIRST FILTER

Why does this opportunity exist now?

This is one of the most important questions in any submission. Timing often explains the opportunity better than price, condition, or surface value alone.

1

Pressure

Is there family pressure, developer pressure, lender pressure, business pressure, partnership pressure, timing pressure, or legal pressure?

2

Change

Has something changed with ownership, market conditions, capital needs, access, management, family situation, zoning, growth, or buyer demand?

3

Window

Is there a limited period where the opportunity can be reviewed, structured, purchased, funded, sold, introduced, or acted on?

4

Reason

Why is this being brought forward now instead of six months ago or six months from now?

STRONG ANSWER

A strong submission explains why the opportunity exists now in plain language. That is often where the real strategic value begins.

CORE FACTS

What to include before submitting.

You do not need a perfect package, but you should include enough facts to make the review efficient and serious.

- Your name, contact information, role, and relationship to the opportunity.
- The asset, property, company, partnership, request, or situation being submitted.
- The location, market, parties involved, and who has authority to make decisions.
- The reason the opportunity exists now and any deadlines or timing pressure.
- The desired outcome, such as sale, review, capital, partnership, acquisition, introduction, or strategic feedback.
- Known risks, title issues, ownership issues, repair issues, operational issues, debt, liens, disputes, or open questions.
- Documents, photos, links, summaries, financial snapshots, surveys, title information, or other facts that help explain the situation.
- What has already happened, who has already been contacted, and what stage the situation is in right now.

REAL ESTATE SUBMISSIONS

What to include for a property situation

A property submission should make the asset, ownership, condition, timing, and desired outcome clear enough for a first review.

01

Property basics

Address, city, county, property type, beds, baths, square footage, lot size, year built, HOA status, occupancy, and access.

02

Ownership and authority

Who owns the property, who can sign, whether probate, trust, estate, family, title, or partnership issues are involved.

03

Condition and value

Photos, known repairs, roof, HVAC, electrical, plumbing, structure, damage, code issues, liens, taxes, and recent offers if available.

04

Why it may matter

Hidden value, land, location, development pressure, rental demand, buyer need, timing, urgency, or unusual strategic value.

HELPFUL DETAIL

For property submissions, photos and ownership status usually matter more than a long sales pitch.

BUSINESS AND PARTNERSHIP SUBMISSIONS

What to include when the opportunity involves a company, operator, partner, or strategic relationship.

Business and partnership submissions should focus on the actual situation, not only the upside. The strongest submissions explain the people, structure, economics, risk, and decision needed.

B1

Business snapshot

Company type, location, years operating, ownership, revenue range, profitability status, employees, customer base, and current challenge.

B2

Reason for review

Sale, acquisition, capital, growth, partnership, board input, operational challenge, succession, strategic reset, or private opportunity.

B3

People and roles

Who owns it, who operates it, who makes decisions, who is requesting review, and what each party wants from the situation.

B4

Structure and risk

Known financial issues, debt, partner conflict, customer concentration, legal concerns, operational gaps, timing pressure, or deal constraints.

WHAT NOT TO SEND

A weak submission creates friction before the review begins.

The goal is not to send more information. The goal is to send the right information.

! Vague claims

Do not rely on statements like huge upside, once in a lifetime deal, guaranteed return, or no brainer without facts.

A Missing authority

Do not submit opportunities where you cannot explain your role, who owns it, or who can make decisions.

C No context

Do not send a property address, company name, or random link with no explanation of why it matters.

D Sensitive data overload

Do not send unnecessary personal, financial, medical, consumer loan, credit, or confidential information through an initial submission.

BETTER APPROACH

Be direct. Include the core facts, the status, the timing, and the requested next step. Leave out hype and unnecessary sensitive data.

DOCUMENTS AND SUPPORTING MATERIALS

Attach only what helps the first review.

The first submission does not need to be a full closing package. It should include enough support to verify that the opportunity is real and worth discussing.

- For real estate: photos, property address, ownership status, tax record, survey, title notes, repair details, code issues, liens, prior offers, or access notes.
- For business: short summary, revenue range, operating status, ownership structure, reason for review, key risks, and what decision is being considered.
- For capital: use of funds, collateral, property or business context, timeline, business purpose, requested structure, and risk factors.
- For partnerships: who is involved, what each party brings, proposed structure, decision rights, capital needs, responsibilities, timeline, and intended outcome.
- For special situations: explain what makes the situation unusual, urgent, complex, private, or strategically valuable.

PRIVACY NOTE

Do not send unnecessary sensitive information until there is a clear reason, proper channel, and appropriate written agreement if needed.

SUBMISSION TEMPLATE

Use this simple structure

The easiest way to submit a serious opportunity is to use a clear structure. Copy this format before sending a message or completing an intake form.

1	**Who I am**	Name, role, relationship to the situation, and best contact information.
2	**What this is**	Property, business, capital need, partnership, referral, media request, or special situation.
3	**Why now**	Timing, pressure, opportunity window, change in circumstances, or reason for review.
4	**Core facts**	Location, ownership, status, numbers, condition, people involved, and known risks.
5	**Desired outcome**	Sale, review, capital, acquisition, partnership, introduction, decision support, or next conversation.
6	**Supporting material**	Photos, documents, links, summaries, records, financial snapshots, or context.

REVIEW EXPECTATIONS

What happens after a submission.

Submitting an opportunity does not guarantee review, response, acceptance, funding, purchase, sale, partnership, or further discussion. It simply creates a cleaner starting point.

1

Possible next step

The submission may be reviewed, clarified, routed, declined, archived, or followed up on depending on fit and available context.

2

No obligation

A submission does not create an advisory, fiduciary, lending, brokerage, agency, partnership, confidentiality, or representation relationship.

3

Better information helps

Clear facts, authority, timing, documents, and a specific requested outcome make it easier to understand whether the situation belongs.

4

Professional review still matters

Legal, tax, financial, real estate, lending, securities, construction, and other professional issues should be reviewed with qualified professionals.

BOTTOM LINE

The best submissions help the reviewer quickly understand whether the opportunity fits Michael Ligon’s lanes: real estate, capital, business, partnerships, special situations, strategic review, or public profile related requests.

ABOUT MICHAEL LIGON

Strategic Capital Investor

Michael Ligon is a strategic capital investor focused on overlooked opportunities, complex situations, real estate, private business, capital, and strategic value creation.

His work connects real estate investment, private capital, business operations, strategic partnerships, public market discipline, authorship, and opportunity review.

The purpose of this guide is to help serious people submit better opportunities with clearer facts, better context, and a stronger first conversation.

RE

Real estate

Hidden value, inherited property, development path assets, off market opportunities, and complex ownership situations.

$

Capital

Business purpose capital, real estate backed opportunities, collateral, timing, risk, and structure.

B

Business

Private companies, operators, acquisitions, strategic partnerships, and growth situations.

S

Special situations

Pressure, complexity, timing, leverage, privacy, and opportunities that require structure.

NEXT STEP

Bring serious opportunities through the proper intake path with facts, timing, context, and the outcome you are trying to create.

FINAL CHECK

Before you submit, make the opportunity easy to understand.

The best submission is not the longest one. It is the one that clearly explains what exists, why it matters, who is involved, what timing matters, and what decision is being requested.

1

Fit

Does this belong in real estate, capital, business, partnership, special situation, strategic review, or media context?

2

Facts

Did you include enough specifics for the situation to be understood without a long back and forth?

3

Authority

Can you explain your role and who has the power to make a decision?

4

Timing

Did you explain why this needs attention now?

SUBMIT THROUGH THE PROPER PATH

https://www.michaelligon.com/opportunities/bring-me-an-opportunity/

Disclaimer

This guide is provided for general informational purposes only. It does not provide legal, tax, financial, investment, lending, real estate, appraisal, brokerage, construction, engineering, securities, or other professional advice. No outcome, offer, review, purchase, sale, funding, response, partnership, or transaction is guaranteed. Review all important decisions with qualified professionals.