

~ Sample ~
e-Book



How to Find Chinese Investors, Agents & Clients for Your EB-5 Projects & Services

*A Practical Guide for Regional
Centers, Attorneys, Developers and
Businessmen*



DR. GREGORY FINKELSON
American Corporate Services, Inc.

A Practical Guide for Regional Centers, Attorneys, Developers & Businessmen

"Gregory offers a comprehensive guide on all aspects of locating both direct clients and EB-5 Agencies in China, Gregory's Practical Guide tells you how to find and approach potential partners and clients, how to introduce them to your legal and/or investment services, and how to assure them that your office or program is completely committed to their investment and immigration interests. It is an invaluable resource."

Allan A. Samson, Immigration Attorney and Professor
San Francisco, California

"I have known Dr. Finkelson since the mid-90's. He has the unique ability of bridging East and West, and this book is another example. By providing the reader with this "one-stop" book - from finding an EB-5 Agent in China, to locating clients, and setting up an office in China - he has provided an invaluable resource. He not only dispels many of the myths surrounding the EB-5 industry in China, but provides the reader with an essential road map, enabling the reader to traverse the omnipresent bureaucracy and opaque layer of intermediaries. I have been working in the EB-5 industry for nearly 20 years, and this is the first truly essential book I have seen during that time for anyone working with EB-5 clients from China or looking a foothold in the market."

Kenneth White, Immigration Attorney
Los Angeles, California

"This innovative guide provides an invaluable resource to anyone seeking to do business with China and its labyrinth of Agents throughout this primary EB-5 investor market."

Larry Behar, Immigration Attorney
Fort Lauderdale, Florida

"Dr. Finkelson's book accomplishes several things. First, it provides information that is ONLY available from due diligence on the ground of China, namely, the names and contact information of Agents that secure EB-5 interested parties, and the Regional Centers they typically work with. It also is a resource that gives you a fighting chance to compete in this HIGHLY competitive arena. If you are just starting to dip your toe in the water of EB-5 work, or you are an experienced practitioner there is certainly something in this book that can help you."

Lex Mirianthopoulos, Immigration Attorney
New York, NY

"This invaluable, single resource is a marketing compass, providing a rolodex of migration Agencies and contacts that will allow you to jumpstart or evolve your EB-5 practice or Regional Center."

Reza Rahbaran, Immigration Attorney
Washington, DC

How to Find Chinese Investors, Agents & Clients For Your EB-5 Projects & Services

"Dr. Finkelson has put together a comprehensive guide on "how to" in EB-5 for China. His extensive and detailed information covers all aspects even a seasoned immigration attorney will benefit from. This is a must have for anyone looking to be involved in the EB-5 program as many investors and EB-5 Agents are coming out of China. This book answers a lot of questions. Moreover, this book provides guidance to immigration attorneys on how to work with EB-5 agents in China and the Regional Centers in the US. I would recommend this book to all parties interested in participating, advising, working, or investing in the EB-5 program. This is an investment you want to make."

Margo Chernysheva, Esq.
Las Vegas, Nevada

"Dr. Finkelson's book is a commendable effort at easing the learning curve that most experience when attempting to deal with the Chinese market. The book is an important resource for anyone interested in understanding China and the EB-5 market."

Carolina M. Oliva, Senior VP, EB-5 Marketing and Investor Relations
QueensFort Capital Corp. Miami Beach, Florida

"This book serves as a beneficial primer for professionals interested in the fundamentals of EB-5 law, practice and industry."

L. Kate Kalmykov, Immigration Attorney
Florham Park, New Jersey

"How to Find Chinese Investors, Agents & Clients for Your EB-5 Projects & Services is a must for entrepreneurs considering forming Regional Centers as well as new Regional Centers that need to connect with Agents China in order to be successful reaching potential investors. It is also a valuable source for immigration attorneys and EB-5 investors to understand the Chinese agency and investor market. Most important, it is an easy and interesting read, even for someone who has been in the EB-5 business for many years. I wholeheartedly recommend this book."

Mark A. Ivener, Attorney at Law
Los Angeles, California

"I have read through the contents of the book. I feel it is a thorough guide for sure. EB-5 is a comprehensive investment business concept. Namely, as the book entitled itself: "How to Find Chinese Investors, Clients & Agents for Your EB-5 Programs & Services", it is really A Practical Guide for Regional Centers, Attorneys, Developers and Businessmen."

Haiqing Hua (Oliver), Economist, Business Developer,
Market Researcher, Industrial Reporter
Shanghai, China

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EXHIBITS

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From the Preface

As a businessman, I see the opportunities that the EB-5 Visa program offers to stimulate the economy and to be a source of financial opportunity for foreign investors, US project managers, and those whose professional assistance is required to guide investors along the trail.

As a humanitarian, I understand that some of the reasons for wanting to immigrate are much more personally important than financial investment. These reasons range from educational to cultural and even spiritual. Whatever they may be, I am of a heart and mind to help.

This book is not a detailed, step-by-step explanation of the EB-5 Visa program or process. Rather, it is a primer and an exposition of things that can be used by both newcomers to the EB-5 business as well as seasoned professionals to enhance their opportunities for success in the EB-5 business in China. The resource tables that we have provided are, themselves, worth much more than the price of the book. You might say that this book is a natural extension of my normal business consulting services. My success comes from making others successful. My satisfaction comes from making others satisfied.

I truly believe that, reading this book and applying the information in it will help your EB-5 related business to succeed, EB-5 projects to prosper, and Chinese people to become a part of the American dream. I am happy that you have purchased my book, and I thank you for doing so. I will be satisfied when I know that these ideals have been achieved in the lives of some, if not many.

I wish you much success.

Gregory Finkelson

From the Introduction

What Are The Wealthy Chinese Looking For?

Each family has a different priority, but most of the following fit into each one's thinking.

- A better health care system
- A cleaner environment
- A better education
- A greater sense of security
- Capitalism
- More freedom
- Permanent residency
- American citizenship
- A better future for the family

They believe that they can find any or all of this in the USA. The EB-5 program opens the doors for many of them to achieve their dreams. This book was created to help you to understand the opportunity and to develop your own strategy to bring these investors to America.

Oliver Haiqing Hua
Market Researcher & Business Analyst

Selections from Section One

How to Locate & Cooperate with EB-5 Agencies in China

[Section One introduces the reader to a practical understanding of the role and importance of Chinese EB-5 Agencies – with the emphasis on practical. It is one thing to understand the machinery of the system, but it is quite another to understand the process. Even more than that, while one may have a theoretical, flow-chart understanding, my book reveals issues that must be addressed correctly to make the process efficient and effective. Following are excerpts from these 11 chapters that deal with a broad spectrum of issues with respect to EB-5 Agencies.]

Chapter 1

An Introduction to EB-5 Agencies

Under the EB-5 Visa Program, the U.S. federal government provides opportunities to facilitate immigration to, and acquire citizenship in the United States. The program is designed specifically to attract foreign investment to the U.S. economy.

EB-5 Agencies have become essential to the process in Mainland China because people don't have the time or the expertise to go through all the stages of the EB-5 visa application process on their own. The fact that many Chinese are not fluent in English makes the task even more difficult for them. EB-5 Agencies offer an indispensable service because they understand both the EB-5 program and the English language.

There are numerous EB-5 Agencies in every province in Mainland China. The market is large thanks to the enormous Chinese population. However, the competition for clients in every province is intense. The larger EB-5 Agencies are typically located in major cities like Beijing, Shanghai, and Guangzhou where there is a greater concentration of potential clients. From a reach

perspective, these larger Agencies allow for greater exposure to your EB-5 projects.

Chapter 2 The Importance of EB-5 Agencies

Partnering with a good Chinese Agency also helps to establish customer confidence, because the staff at the Agency understands the Chinese people, what motivates them, and what might unintentionally offend them.

Gaining the trust of Chinese people is best achieved with the help of an Agency that has several years of service in Mainland China. A good Agency will promote your EB-5 project and handle the required paperwork. This enables you to concentrate on developing EB-5 projects that will be attractive to new investors. The better the provable profit forecasts are for your project, the more likely it is that the Agency will be able to find the right investors.

Partnering with an EB-5 Agency in Mainland China can be instrumental to your success. The most important thing is not finding any Agency. It is finding the most reliable and the most beneficial Agency for you and your business.

Chapter 3 Finding a Reliable EB-5 Agency

Chinese law requires that every Agency be licensed by the Bureau of Entry and Exit Administration under the Ministry of Public Security. However, sorry to say, not all Agencies have legitimate licenses. So, the best place to search for a reputable Agency is not by contacting or visiting Agencies, it is by contacting both the Chinese Ministry of Public Security and the U.S. embassy in China. Consult the ministry for a list of duly-licensed Agencies. Don't accept a document from an Agency that they claim is their license. People can create

incredibly realistic-looking documents thanks to digital technology. If you have already begun a search by contacting Agencies directly, back away and start over again.

Established EB-5 Agencies usually have associate Agencies in other cities. If you have done the work of establishing the credibility of a major Agency, you may be able to extend your reach by utilizing that network to expose your project to more potential clients.

Chapter 4

Evaluating the Marketing Capabilities of EB-5 Agencies

The whole point of seeking the cooperation of EB-5 Agencies is to harness the potential of their established market area. High net worth individuals tend to gravitate toward and live in or near major cities, because that is where they will find the most customers and the larger labor pools for their existing enterprises.

Do not approach Agencies the first time with selling your project as your primary objective. Your primary objective is to qualify Agencies to actively and accurately represent your projects to their clients. Frankly speaking, you are, in effect, interviewing potential “employees”. If you were hiring an employee to represent your company in a critical position, you would not hire the first person to come through the door, nor would you hire on a single interview. You would process what you have seen and heard, and you would perform a background check. Qualifying an EB-5 Agency’s capabilities should involve a similar process.

The point here is to be discerning. One way of doing that is to not take brochures and PowerPoint presentations at face value, but seek verification of what you are presented, preferably from someone other than the Agency staff you are interviewing.

Chapter 5

The Key Factor When Presenting Your EB-5 Project

The key factor when presenting an EB-5 project in China is documentation. Don't expect to walk into an Agency with nothing more than a brief case, a business card, and a smile. When you search for a Chinese Agency, you will want to have documented evidence that they are what they say they are. They also have a right and responsibility to expect the same from you.

I would submit that it might be a tiny bit foolish and a whole lot more expensive to travel to China without the documentation that establishes the legality of your Regional Center or the approval of your EB-5 investment project. No reputable Agency will discuss a project that has not been certified by the USCIS.

Once the EB-5 Agencies see official documentation from the government of the United States and a well-conceived project, they should be willing to start a long-term business partnership with you.

How much documentation is enough? The answer is: there is never enough. Be diligent. Be able to provide more information than you think you need.

Chapter 6

How to Assure an Agency that You Are Worthy of Their Consideration

The EB-5 business in Mainland China has become highly competitive, particularly in the last decade, because of the growing number of U.S. Regional Centers and immigration lawyers attempting to gain a piece of the pie. Therefore, it's important to understand the obstacles you may encounter in attempting to gain the cooperation of a Chinese EB-5 Agency. There are essentially four things that you must understand and deal with in order to gain the relationship you desire.

- Culture

- Competition
- Cunning
- Commissions

Work with an Agency that fits the size of your project. When you are offering a comfortable fit, you should have no problem assuring the right Agency that you have the right project.

Chapter 7

Figuring Out the Financial Arrangements

[This chapter, as the title suggests, deals with how Chinese Agencies make their money, their typical fees and financial arrangements.]

Chapter 8

Building a Long-Term Relationship with an EB-5 Agency

Sell your project, not your soul.

Long-term relationships are always built on trust and performance. Regardless of cultural differences between Americans and Chinese, trust and performance are still the fundamental building blocks of a long-term relationship. Prove your trustworthiness. Check theirs. Demonstrate your success. Investigate theirs.

Written contracts can certainly provide a sense of security regarding the term of your business relationship, but they need to be enforceable. This is where knowing Chinese emigration and U.S. immigration law and general business law is important. The issue will not be the length of the contract; it will be whether or not you choose to do business with a particular Agency.

Chapter 9

Standards of Excellence for an EB-5 Agency

Currently the Chinese government specifies that EB-5 opportunities may be handled only by an Agency currently licensed by the *provincial* Entry-Exit Administration Bureau. Beyond that, the Agency must have established a written working agreement with duly-qualified U.S. immigration attorneys who have a minimum of three years of EB-5 experience and EB-5 projects that have been approved by a *local* Entry-Exit Administration entity. It boils down to this: the Agency must be licensed, and it must have an established relationship with a bona fide U.S. EB-5 immigration attorney with at least one Chinese-government approved project.

Maintain your own high standards and expect high standards in return.

Chapter 10

The Best Time to Introduce an EB-5 Project to an Agency

You may have a terrific project to present, but if it's not introduced at the right time, you might not have an interested audience. As they say, "Timing is everything". It's a good idea to assess the best time to introduce a new EB-5 project. There are two major periods during which an EB-5 project can be most successfully introduced in Mainland China.

Keep in mind, the assumption here is that you have already established at least a cursory relationship with some Chinese clients to the extent that they are, at minimum, aware of who you are and what projects you represent. Unless you have established an office in China, the initial introduction of a project to Chinese HNWI's will have been done by a Chinese EB-5 Agency.

Chapter 11

How Many Projects Should You Introduce to an Agency?

One of the most important keys to operating a successful business is focus. While many folks take a great deal of pride in multi-tasking (for no rational reason), the greater virtue is focus. You might compare multi-tasking to juggling as many balls as you can and doing your best to prevent any of them from dropping. A lot of people play this game, thinking it has some value; and, as a result, they make only a small percentage of progress on any one sector of their business.

The number of projects you have is *your* business. The *type* of projects you have is *your* business. What you determine to share with any Agency is *your* business. For your own sake, focus on getting one project funded before chasing another.

An Agency's objective is to find qualified investors to match your project. Your objective is *not* to get investors. It is to *fully fund* a project by getting *enough* qualified investors. Only preparation and determination will keep you moving toward your goal. Be aware of what is going on around you, especially at the negotiating table and the dinner table. Be aware of other people's agendas, but remain focused on yours.

Selections from Section Two

How to Locate Direct Clients in China for EB-5 Projects

[Section Two introduces the reader to the concept of locating Chinese clients on a direct basis. You may be surprised to learn that it is not always as difficult as one might think. Following are excerpts from these nine chapters that deal with a broad spectrum of issues with respect to locating clients directly.]

Chapter 12

Client Sources for EB-5 Projects

I Googled “list of Chinese businesses”. My request returned 9,390,000 results in less than three seconds. I selected three sites from the first two pages (one of which would amaze you) that list literally tens of thousands of businesses, some of which lead directly to the names of the key employees.

Inevitably, any search for EB-5 clients will likely begin in the largest cities, such as Beijing, Shanghai, Guangzhou, Chengdu, Chongqing and Jinan. However, don't rule out the possibility of success in other regions and cities. There may be a greater concentration of high net-worth individuals in the big cities, but they are also the low-hanging fruit that most of your competition is trying to pick. Top operational executives are likely to be located closer to facilities that may be in rural areas. They have fewer people offering them any kinds of opportunities, so you may find a warmer welcome there.

Chapter 13

Locating Potential EB-5 Project Clients

The Internet, including social media, is unarguably the biggest marketplace for goods and services in the world. Failing to expose your business in cyberspace could be the single biggest mistake you could make. Hire an experienced consultant on Internet, website, and social-media marketing, who can actively manage your site and knows how to direct traffic to your site. Hire an expert who will do more for you than just design a website.

Symposiums and seminars in any way related to investment in U.S. business or immigration - especially those targeted at Chinese investors or EB-5 information – are likely to have interested investors in attendance. You should be there too. This is where you might want to contact the State Department to learn about relevant conferences and events, including those being held in China.

Chinese investors are like a box of chocolates. You never know what you're going to get. You can assume that all the chocolates in the box are the same, but you will never know until you break through the surface. If you are creative and don't present yourself like a bull in a china shop, your creativity may be the best tool you have for finding new investors.

Chapter 14 Advertising Strategy

While it is clear that the market in China is large, failure to understand the nuances of advertising in China could lead to a great deal of difficulty in promoting an EB-5 project there, not to mention a lot of money wasted in approaching Chinese advertising from a Western mindset.

The general rule here may be to keep your advertising limited to brand exposure. The venues for advertising in China are as wide and varied as in the U.S. Despite the difficulties involved in using advertising to reach EB-5 clients in China, it doesn't mean that the potential of advertising should be completely ignored.

Chapter 15 Online Advertising Strategy

Perhaps the best place to start is with the fact that there are about 170 cities in China with a population over 1,000,000. The United States has *nine*. China has 166 other cities whose total population exceeds 160 million. That is approximately 135 million more people than the total population of the nine American cities with populations in excess of one million. Think with me for just a minute. If you were marketing your services in the United States, would you neglect New York, Los Angeles, Chicago, Houston, Philadelphia, Phoenix, San Antonio, San Diego, and Dallas?

Almost 90% of Chinese do their web searches on Baidu, so it doesn't matter what analytics you get on Google. What matters is what kind of responses you get on Baidu, from its 400 million-plus users.

It is estimated that Chinese people spend more than a billion hours on the internet every day.

Chapter 16

Offline Advertising Strategy

Your objective is to reach the largest possible number of potential clients. Doing this will require investment in other more traditional strategies as well.

China is the world's largest newspaper market, with 1,937 newspapers printing 43.9 billion copies in 2009, says a China.org.cn report, accounting for one in five newspapers printed worldwide. Twenty-five of the world's newspapers with the greatest circulation are in mainland China.

Chapter 17

How to Organize a Meeting to Promote an EB-5 Project

The Chinese culture is a complex study. However, knowing a few points of courteous conduct can go a long way toward building credibility for yourself, your company, and your EB-5 project. Here are a few pointers, in no particular order of importance.

- Always schedule meetings well in advance. Do not schedule during Chinese holidays. Stick to your schedule even though the attendees do not confirm. They will often wait until the last minute to do so.
- Be on time. As one of my mentors used to say, "If you're not early, you're late".
- Be patient. Your Chinese clients or hosts may expect you to be on time every time, but that does not mean that they will be. Don't worry about the disparity. Do your part.

- Be persistent. The Chinese are experts at delay and prolongation.

Chapter 18

Selecting the Best Geographic & Demographic Area to Introduce an EB-5 Project

“One of the most fascinating contradictions of China's rapid growth under the auspices of the Communist Party has been the rapid emergence of private wealth”.

The obvious marketing opportunities in China are virtually unlimited. Neither you nor your competition is going to suck several hundred thousand Chinese investors into your EB-5 vacuum machine manufacturing company. There is plenty for everyone.

Monitored trends indicate that widespread Chinese investment attitudes have migrated away from high versus low-risk investments toward investments with controllable risks with moderate returns. This should be a boon to EB-5 project promoters.

Chapter 19

Gaining and Securing a Client's Confidence

Before ever visiting your first potential client, if you have not done so already, prepare a professional portfolio with copies of all your credentials, including degrees, certifications, associations, recognitions, accomplishments and awards. Your objective is to demonstrate that you are properly trained and, even more important, authorized to conduct EB-5 business. Any credible letters of recommendation, especially from Chinese sources of known integrity, would certainly be a valuable, even overwhelming benefit. This portfolio is about YOU, but it is not something that you should use to brag on yourself.

The financial institutions with whom you are associated may also lend credence to yourself and your project. Like any other foreign nationality, the Chinese people are aware of the prominently advertised banks and lenders in the U.S. If your lender is not one of the “big names”, you may need to provide additional material that substantiates the credibility of your lending institution.

Selections from Section Three
**How to Locate Direct Clients for EB-5 Projects
Through Chinese Students Studying in the U.S.**

[Section Three reveals one of the most fertile sources of contact with high net worth Chinese. The opportunity is amazing, and it makes sense for everyone involved. Following are excerpts from these 15 chapters that deal with a broad spectrum of issues with respect to locating clients directly.]

Chapter 20
How to Contact Students Using Social Media

An estimated 91 percent of Chinese citizens have social media accounts compared to 67 percent of Americans. Social media is not a slow boat to you-know-where. In fact, here’s a bit of social media trivia that you probably did not know. Facebook and Google+ are the two leading social media sites in the world. That’s probably not a surprise, but this will be: of the world’s top ten sites, six out of the remaining eight are Chinese. That ought to give you a good idea of where your audience can be found with the least amount of initial effort and expense.

Chapter 21

Which Universities Tend to Attract Chinese Students

Chinese students comprise almost 20% of the international student population in U.S. colleges and universities. The University of Southern California records the highest number of Chinese students in California. Yale boasts one of the leading Chinese students associations. The states with the highest enrollment of Chinese students are California, New York, Texas, Massachusetts, and Illinois.

High net-worth Chinese tend to gravitate to institutions that are considered elite, regardless of the size of the schools. Barnard College and Mount Holyoke are fine examples of small schools with a proportionately large Chinese student enrollment.

Chapter 22

Contacting Students & Parents by Telephone

[This chapter explores the use of the telephone, in both traditional and the high-tech formats, offering salient suggestions on how to leverage a device that anyone of means has available.]

Chapter 23

Introducing EB-5 Projects to Students

The real estate industry is particularly attractive to Chinese clients. This doesn't mean that they won't invest in other good projects where due diligence has proven that gains could be substantial. They tend to flock to the real estate industry because it has traditionally the safest and almost depression-proof over the years. While it may be a disaster for the average American family or small business, the market for investors is experiencing a boom as they gobble up properties for pennies on the dollar.

Chapter 24

Some Keys to Introducing Students to an EB-5 Project

Understand “remafan”. If there is any single piece of advice that is worth the price of this book, you are about to read it, (but only in the full-length book).

Someone once said, “If you want to get the gold, you’ve got to go where it is”. The question then becomes, “Who is going to show me where the gold is?” You can be almost certain that Chinese students who arrived by EB-5 before enrolling in college know exactly where it is. Find them, ask them, and let them lead you to it.

Chapter 25

The Best Times to Meet with Students on Campus

The best time to meet with Chinese students is when they want to meet you. We’ve already talked about the problems with *approachability*. Now we are discussing *accessibility*.

If you really want to sell your EB-5 projects to the children of high net-worth Chinese investors, you need to get them to come to you.

Chapter 26

Asking Students to Introduce Their Parents to EB-5

Let’s assume that you have begun to establish your visibility and authority on the subject of EB-5 visa opportunities, and that you have the opportunity to interact with some Chinese students. You may want to consider using your first face-to-face meetings as opportunities to learn more about the student, rather than to hawk your project. We’re not talking about pushing for personal details. This is the time to demonstrate respect for the student and for his or her accomplishments and goals for

the future, and to praise him for what he has done and what he hopes to do in the future.

Mention the EB-5 process and your project, but do it in the format of giving the student an opportunity to ask you questions. Think of this step as leading a horse to water. If your purpose is to get the horse to drink, you don't lead him directly to the stream, you walk him within sight of it. When he is ready to drink, he will let you know.

Chapter 27

Inviting the Client to the U.S. to See Your EB-5 Project

Even though a student communicates a project to his parents, you should extend a more formal invitation to them. Send that invitation in a format that reflects your professionalism and your respect for their status. You are inviting them to invest a minimum of \$500,000 and, in most cases, probably much more than that. Be courteous enough that they understand you are offering an opportunity for them to invest and expect a reasonable return – not to mention to establish permanent U.S. residency. Do not go over the top with your courtesy, however; that can create the impression of a con artist. Be real.

Chapter 28

The Keys to Correct Pricing

Immigration attorneys are not financial advisors; their services are generally focused solely on immigration matters. It must be further clearly understood that attorneys associated with a Regional Center represent that Regional Center, just as a REALTOR™ represents the seller unless otherwise specified. This fact should be disclosed to the client, including having the client sign a statement of understanding, lest they later claim that they had misunderstood, or worse, been misled. Potential clients should be directed to seek out the services of an independent attorney who represents their interests, if they are so inclined.

Chapter 29

The Unique Advantage of Your Project

The rules for EB-5 investment are the same for everyone. The more investors become aware of the opportunity, and the more opportunities become available, the more you will need to distinguish your opportunities from projects offered by your competitors. A good way to do that is to offer something unique. In this chapter I propose some ideas that I hope will be catalysts for you to develop yet other ideas.

Chapter 30

The Compelling Reason for Your Project

I'm going to get right to the point in this section by stating the single, most compelling reason for your EB-5 project, instead of building a case before I make my point. The most compelling reason for any Chinese person to invest in an EB-5 project is immigration to the United States. Look through the eyes of your prospective client. The Green Card is the objective. It alone is the compelling reason for their investment. Your project, and their investment in it, are the means to that end.

Selections from Section Four

Establishing a Presence in China

[Section Four advances some ideas about the realities of establishing an office in China. We offers insights into the both the obstacles and the opportunities. Following are excerpts from these 5 chapters that deal with a broad spectrum of issues with respect to locating clients directly.]

Chapter 31

The Advantage of Having Your Own EB-5 Office in China

The significance of having an EB-5 office in China cannot be overstated. The most obvious advantage of having your own EB-5 office is that it puts you where your customers are.

With or without a direct presence in China, you will still need the cooperation of Chinese EB-5 Agencies. However, along with direct contact, you will also gain greater control over how the Agency serves you. You will not have to rely on an independent business agent to find new clients; you can find them yourself. You can build relationships with EB-5 Agencies from afar, but without a direct presence you leave the promotion and expansion of your business in their control.

Chapter 32

The Cost of Establishing and Maintaining an EB-5 Office

Do not assume that starting a business in China is the same as doing so in the U.S. In fact, you would do well to assume that *nothing* is the same in China as it is in the U.S. Of course, there are nominal similarities, but the actual process of establishing a business is radically different.

One of the first steps that you will need to take is to open a bank account and place a *minimum* of 30,000 Chinese Yuan (\approx \$4,900) on reserve. This is required by Article 26 of the Chinese Company Law for a limited liability company (see Exhibit C).

Chapter 33

Licensing & Documentation Required to Establish an EB-5 Office

You may face more red tape – and more frustration – at this particular point than you will when you are trying to help clients immigrate to the

U.S. by investing in your EB-5 project. We can't minimize the red tape, but we can help minimize the frustration by giving you a peek at what you will be required to do to become operational.

Once you actually begin the process, you may find that there are either more or possibly fewer documents required as the Chinese government struggles to become more diligent and efficient at the same time. Hiring a consulting service to handle the whole process on your behalf, and establishing an office in a Business Center, will save you a lot of time, effort, and money . . . and frustration.

Chapter 34 Advertising Legally in China

If you are going to establish a presence in China, you will need to advertise. In an earlier chapter, I shared some ideas about how to advertise. My intent in this chapter is how to keep you out of jail when you advertise.

Exhibit F is a list of Chinese advertising Agencies and translation services that may be proven to be extremely valuable in your quest to advertise your services in China.

Chapter 35 Presenting the Right Project to the Right Client

The key is "suitability". The Financial Industry Regulatory Authority (FINRA) recently issued an opinion on Rule 2111 as it applies to EB-5 programs. Simply put, Rule 2111 is about ethics, and it embraces two principles: *reasonable basis suitability* and *customer-specific suitability*.

Chapter 36

Best Practices for Regional Centers Dealing with Clients

In August 2013, the Best Practices Committee of the Association to Invest in USA (IIUSA) identified and presented a list of 47 recommended Best Practices for Regional Centers. Not all of them relate directly to dealings with clients, but many of them do.

Best practices should not be limited to what has been reviewed here, or even to the entire listing by IIUSA. Creation and implementation of your own set of best practices indicates that you care at least as much about operating ethically and operating on behalf of the client, as you do about making money.

[Example of our many charts containing literally hundreds of EB-5 Agency, Translation Agency and Advertising Agency contact information.]

EB-5 Agencies

Agency	Country Code: 86	Regional Centers (RC)	Projects
Chengdu Wu Zhou	Phone: 400-999-3922 Fax: 288-620-2636 E-mail: crjfw@hotmail.com www.crjfw.com Address: Unit C, Floor 22, City Tower, Sec.1, South Renmin Road, Qingyang District, Chengdu City Address: 成都市青羊区人民南路一段 86 号城市之心 22C	<ul style="list-style-type: none"> • Arizona EB-5 RC, LLC • North Dakota EB-5 RC • Las Vegas RC 	<ul style="list-style-type: none"> • Phoenix City CBD Center • Processing Packaging Plant Expand • American Dream Fund the SLS Casino Project in Las Vegas
Hong Kong China	Phone: 400-680-0705 Fax: 852-2781 3773 E-mail: info@cicl-hk.com www.cicl-hk.com Address: Room 409, B Block, GuoJi Shang Wu Da Sha, Da Lu Qiao, No.188, Hai Tang Bei Road, Lian Yun Qu, LI Yun Gang, Jiangsu Address: 江苏省连云港市连云区海棠北路 188 号大陆桥国际商务大厦 B 区 409 层	<ul style="list-style-type: none"> • Century American RC, LLC (CARC) • Bay Area RC • Las Vegas RC 	<ul style="list-style-type: none"> • Orange County Shopping Center Project • Migration Project GTA III of Hybrid Cars • American Dream Fund the SLS Casino Project in Las Vegas
Fujian Onchit	Phone: 595-885-20111 Fax: 852-250-59501 E-mail: onchit@126.com www.onchit.iyp.hk Address: 2F, Union Building, Nan Yang Road, Shishi City, Fujian Address: 福建省石狮市南洋路协和大厦 2 楼	<ul style="list-style-type: none"> • Upstate New York RC (UNYRC) • Bay Area RC • Florida EB-5 Investments LLC RC 	<ul style="list-style-type: none"> • Bryant Park in Manhattan Luxury Apartments • Migration Project GTA III of Hybrid Cars • Florida Beach Resort InterContinental