



# Press Kit

Media information, brand guidelines, and press contact details

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Press Kit | Version 2.0 | For use on [www.fultonreal.com](http://www.fultonreal.com)  
Last updated: May 2026

## 1. Firm Overview

Fulton Real is a strategy-led real estate investment firm. We build disciplined, structured investment opportunities for professional and high net worth investors through an institutional-grade process applied from the very first conversation.

We are not a deal shop. We are not chasing volume. We exist to deploy capital that is aligned with a defined strategy, into opportunities that have survived rigorous underwriting, with clear accountability at every stage from origination through to exit.

## 2. Key Facts

<b>Type</b>	Private real estate investment firm
<b>Focus</b>	Strategy-led, disciplined investment opportunities across UK real estate
<b>Approach</b>	Institutional-grade process and risk-first underwriting
<b>Stage</b>	Early-stage platform — building from proven execution
<b>Investor type</b>	Professional, high net worth, and sophisticated investors
<b>Website</b>	<a href="http://www.fultonreal.com">www.fultonreal.com</a>
<b>Press contact</b>	<a href="mailto:press@fultonreal.com">press@fultonreal.com</a>

## 3. Mission and Values

Fulton Real exists to deliver structured, disciplined real estate investment opportunities that protect capital, generate risk-adjusted returns, and preserve the trust of every investor who commits to the strategy.

Before any deal, client, partner, or capital allocation moves forward, the team asks one question:

### **The operating test**

Does this strengthen the strategy, protect capital, improve risk-adjusted returns, and preserve trust? If the answer is weak or unclear, the decision does not proceed.

## 4. Four Operating Pillars

Pillar	What it means in practice
<b>Disciplined underwriting</b>	Every opportunity is assessed against a rigorous, multi-stage investment process with mandatory downside analysis, sensitivity testing, and staged decision gates. We do not proceed on optimism.
<b>Investor alignment</b>	Investors are qualified before any opportunity is presented. Capital must be patient, suitable, and aligned with the strategy — we do not accept capital that creates pressure or misalignment.
<b>Operational control</b>	Execution is managed through documented processes, defined accountability, and a complete audit trail from first conversation to final exit.
<b>Transparent reporting</b>	Investors receive clear, factual reporting on a quarterly basis. Bad news is communicated promptly and with a plan. We do not use marketing language in investor updates.

## 5. What Makes Fulton Real Different

Differentiator	What this means
<b>Institutional process at emerging scale</b>	Fulton Real applies investment governance, documentation discipline, and risk controls that are typically found in established institutional funds — built in from day one, not retrofitted later.
<b>Strategy leads capital</b>	We do not begin with capital and search for a strategy to match it. The strategy is defined first. Capital is qualified against it.
<b>Risk-first, not return-first</b>	Every investment memo begins with the downside case. The upside is considered after the downside is understood and accepted.
<b>Documented accountability</b>	Every decision, approval, rejection, and investor commitment is recorded in writing. If it has not been recorded, it has not happened.

## 6. Approved Boilerplate

The following description may be used in full without prior approval. Any modification or abbreviation must be approved by [press@fultonreal.com](mailto:press@fultonreal.com) before publication.

### Standard boilerplate — approved for use

Fulton Real is a strategy-led real estate investment firm built around institutional-grade process, disciplined underwriting, and investor alignment. The firm applies rigorous risk-first investment governance from the first investor conversation to the final exit, with documented accountability at every stage. Fulton Real works exclusively with professional, high net worth, and sophisticated investors whose capital, expectations, and

objectives are aligned with its strategy before any opportunity is presented.

## 7. Approved Quotes

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The following quotes are approved for use in media coverage. Attribution format: '[Quote]' — Fulton Real. Individual attribution by name requires separate written approval.

### On investment discipline

"We assess the downside before we celebrate the upside. That discipline is not a constraint — it is why investors trust us with their capital."

### On investor alignment

"We qualify capital as carefully as we qualify deals. The wrong investor at the wrong stage creates more risk than the wrong asset."

### On the firm's approach

"Fulton Real is built to last. That means doing fewer things correctly rather than more things carelessly."

## 8. Media Guidelines

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### 8.1 Please do

- Describe Fulton Real as a strategy-led real estate investment firm.
- Reference our risk-first, institutional-process approach.
- Use the approved boilerplate in Section 6 for all descriptions of the firm.
- Contact [press@fultonreal.com](mailto:press@fultonreal.com) before publication to verify factual claims.
- Request approval for any direct quotes before use.

### 8.2 Please do not

- Do not describe Fulton Real as a fund, REIT, or regulated investment vehicle without prior written confirmation of its regulatory status.
- Do not use financial performance figures, returns, or projections without written authorisation — these may constitute unregulated financial promotions.
- Do not quote individuals by name without prior written approval from the individual and from [press@fultonreal.com](mailto:press@fultonreal.com).
- Do not reproduce the Fulton Real logo in altered, distorted, or modified form.
- Do not imply endorsement of third-party products, services, or views by Fulton Real.

### Publication approval

Fulton Real requests the opportunity to review all coverage for factual accuracy before publication. We aim to respond to review requests within two working days. Contact: [press@fultonreal.com](mailto:press@fultonreal.com).

## 9. Brand Identity

### 9.1 Name and style

Always refer to the firm as 'Fulton Real' — not 'Fulton', 'FR', or any abbreviated form, unless the full name has already been used in the same piece and the context is unambiguous.

### 9.2 Logo usage

The Fulton Real logo is available in the following formats on request from [press@fultonreal.com](mailto:press@fultonreal.com):

- Primary logo — dark (for use on white or light backgrounds)
- Reversed logo — white (for use on dark backgrounds)
- Minimum clear space: equal to the height of the 'F' in 'Fulton' on all sides
- Minimum size: 120px wide in digital use; 30mm wide in print

The logo must not be recoloured, rotated, stretched, or placed on backgrounds that reduce legibility. Do not recreate or redraw the logo.

### 9.3 Brand colours

Colour	Role	Hex	Usage
Navy	Primary brand	#1A1A2E	Headlines, backgrounds, body text on light
Gold	Accent	#C9A84C	Dividers, highlights, calls to action
White	Background	#FFFFFF	Page and content backgrounds
Mid grey	Secondary text	#6B6B6B	Supporting copy, captions, metadata

## 10. Press Contact

All media enquiries should be directed to the press contact below. We aim to respond to all press enquiries within two working days.

<b>Press contact</b>	press@fultonreal.com
<b>General enquiries</b>	info@fultonreal.com
<b>Website</b>	www.fultonreal.com
<b>Response time</b>	Within 2 working days
<b>Interview requests</b>	Submitted in writing to press@fultonreal.com — minimum 5 working days notice
<b>Fact-checking</b>	Available on request — contact press@fultonreal.com