

From Relationships to Results: The Power of US Capital's Referral Network



By **Jeffrey Sweeney**, Founder and Chairman, **US Capital Global**

At US Capital Global, we've always believed that the middle market deserves the same level of institutional support as the largest financial transactions. For too long, it has been underserved—often left to small advisory boutiques or “single-shingle” advisors with limited resources, limited reach, or little to no regulatory oversight. When I founded this firm 25 years ago, my goal was to create a model that brings institutional sophistication to the mid-market while remaining nimble enough to handle smaller transactions efficiently.

From the very beginning, one truth has guided everything we do: respecting referral sources and brokers is the foundation of our business.

Why Referral Sources Matter

I often say that brokers and referral partners are not just conduits for deals; they are the gatekeepers to capital. They lubricate the entire market. Too often, issuers underestimate their value and renegotiate their fees at close. But we know that the relationships, trust, and expertise our brokers bring are essential to every successful transaction.

At US Capital Global, we don't just see brokers as referral partners—we see them as clients in their own right. Our senior bankers are dedicated to supporting them, helping them strengthen their networks and build confidence with potential issuers. The better our brokers are equipped, the more effectively the market works for everyone.

A System Designed for Success

Our model is built to empower both our bankers and brokers. Originating bankers at US Capital Global don't operate alone; they're supported by our institutional infrastructure that spans execution, compliance, marketing, and data intelligence. When a broker refers a transaction, it enters a system designed for efficiency, credibility, and reach.

Where smaller boutiques might have just a handful of investors in a particular vertical, we have multiple specialists and access to thousands of investors across the U.S., Europe, the Middle East, and Asia. Our proprietary technology supports our skilled staff at every step of the process. It's what I call the divine mix of technology and human expertise—a combination that allows us to execute transactions others cannot.

Global Reach, Local Insight

US Capital Global now operates across five continents and in more than 20 countries. From San Francisco and New York to London, Milan, Zurich, and Dubai, our offices and bankers provide brokers with access to markets and investors far beyond the local sphere.

Our network engages nearly 300,000 people each week, with 50,000–60,000 actively interacting with our communications. That’s a scale few firms can match—and it creates real opportunities for brokers. When an opportunity is referred to us, it can reach the right investor anywhere in the world.

Respect, Recognition, and Relationships

At US Capital Global, we are committed to a collaborative culture where influence is shared, not concentrated at the top. The more capable our brokers and referral sources become, the stronger we all are. Our goal is to elevate everyone around us, not keep control in just a few hands.

We treat our brokers with respect and give them direct access to senior bankers—what we call the “wet interface” of the business, where relationships, trust, and high-value guidance happen. A strong network of brokers and referral sources makes the entire market more efficient and effective.

Looking Ahead: Events and Engagement

One area we are especially focused on is broker-focused events. These are not typical pitch sessions; they are networking and learning opportunities where brokers, capital sources, and industry experts share insights, explore new verticals, and build long-term relationships.

In 2026, I expect to launch several large-scale global regional conferences for our brokers—bringing hundreds together to celebrate partnership, expertise, and opportunity. These events educate, connect, and ultimately strengthen our entire network.

Join the Network

US Capital Global is committed to strengthening the brokers and referral partners who drive our network. With access to global investors, robust resources, and a culture that values collaboration and respect, we help you expand your reach, maximize opportunities, and grow your influence—because the success of our partners is the success of our firm.

Jeffrey Sweeney is a lifelong entrepreneur and successful fund manager with decades of experience in corporate finance and asset management. He is Founder and Chairman of US Capital Global (www.uscapital.com), a full-service global private financial group headquartered in San Francisco with primary offices in Los Angeles, Philadelphia, New York, Miami, London, Milan, Zurich, and Dubai.