

Write LinkedIn post for Origin Capital wealth-planning workshop

28 June 2026

Context profile detected: linkedin (short-form, under 300 words, professional social post)

1. Issues Found

- **Em dashes:** Four em dashes ("deal closes — not before", "personal financial planning — where the gaps", "20 seats — so the conversation", plus the disclaimer has one). LinkedIn profile relaxes this to 2 per post, but 4 is still too many.
- **"It's not X — it's Y" / "This isn't about X, it's about Y":** "This isn't a sales pitch... It's a working session" — falls into the negation-then-correction pattern. One per piece is acceptable, but worth tightening.
- **"Interplay"** (Tier 1): "The interplay between corporate lending structures..." — replace with a plainer word.
- **"Practical frameworks":** Borderline buzzword cluster. "Practical" is fine alone, but "frameworks" in this context is vague. What are they actually getting?
- **"Candid":** Not flagged in the word table, but it's doing the same job as "genuine" — asserting a quality rather than demonstrating it. Minor.
- **"Broader wealth position":** Vague. What does "broader" add here?
- **Rule of three:** "your tax position, your exit options, and your family's exposure" — one triad is fine, but flagging it since the skill says max one per piece and there's a second implicit triad in the bullet list.
- **Bullet list formatting:** The four points read more like a topic list than punchy content. They work for LinkedIn (bullets are tolerated in this profile), but the phrasing is a bit uniform in length and structure.

2. Rewritten Version

Most property investors don't think about wealth planning until they've already made the decisions that matter most.

The financing structure you pick today shapes your tax position, your exit options, and your family's exposure for years after the deal closes. But the wealth-planning conversation almost never happens before completion. It happens after. We think that order is wrong.

This Thursday, Origin Capital is hosting a private wealth-planning workshop at our offices on Sir John Rogerson's Quay. Ninety minutes, built for principals, intermediaries, and advisors working across Irish commercial real estate.

We'll cover:

How debt structuring decisions at acquisition feed into your wider wealth position. Where the gaps show up between corporate lending structures and personal financial planning. Ways to align a CRE portfolio with longer-term wealth goals. Plus a Q&A with our credit team and an independent wealth-planning adviser.

No slide deck. No deal tombstones. This is a working session for people actively managing property portfolios who want sharper thinking on how those assets fit the bigger picture.

Twenty seats. Once they're gone, they're gone.

If you'd like one, email Fiona Conville at fiona@origincapital.ie and she'll confirm your spot.

Origin Capital provides senior debt facilities for Irish commercial real estate transactions of €3m and above. All facilities subject to status, underwriting, and credit approval. Origin Capital is a wholly owned subsidiary of LeBruin.

3. What Changed

- Cut all four em dashes; restructured sentences to use full stops, commas, or plain conjunctions instead.
- Replaced "interplay" (Tier 1) with "gaps show up between."
- Replaced "practical frameworks for aligning" with "ways to align" — plainer, less consultancy-speak.
- Dropped "candid" before Q&A — the format speaks for itself.
- Rewrote "This isn't a sales pitch" negotiation pattern into a shorter, direct version: "No slide deck. No deal tombstones."
- Changed "EUR" to "€" — standard for Irish LinkedIn audience and saves characters.
- Replaced "It's a focused, 90-minute session" with "Ninety minutes" — tighter, and avoids "focused" (hollow intensifier doing no work).
- Changed "We're keeping numbers small — 20 seats — so the conversation stays specific and useful" to "Twenty seats. Once they're gone, they're gone." — punchier, removes an em dash pair, and creates urgency without asserting it.
- Swapped "drop Fiona Conville a note" to "email Fiona Conville" — more direct CTA verb.
- Changed "choose" to "pick" — less formal, fits conversational register.
- Converted bullet points to flowing sentences — better rhythm for LinkedIn while keeping the content scannable.

4. Second-Pass Audit

Re-reading the rewrite:

- "**Sharper thinking**" appears once. Fine. Not an AI-ism, and it fits the brand's intelligence-led tone.
- "**Wider wealth position**": Still slightly vague, but "wider" is doing legitimate work here (distinguishing personal wealth from the single transaction). Keeping it.

- **"Bigger picture"**: Mildly generic, but it's conversational and natural in context. One instance is fine.
- **"Working session"**: Repeated from concept but only appears once. Clean.
- **Sentence length variation**: Good. Mix of short ("Twenty seats.") and longer explanatory sentences. No metronomic rhythm.
- **Paragraph length variation**: Good. Ranges from one sentence to four.
- No remaining Tier 1 or Tier 2 words. No em dashes. No chatbot artifacts. No hedging. No significance inflation.

Verdict: Clean. No further changes needed.