

Auto-critic smoke test

lebruin · 28 June 2026

LinkedIn Post — LeBruin €15 Billion Milestone (v2)

Client: LeBruin Private

Platform: LinkedIn

Word count: 94

We have raised over €15 billion in new debt and equity for our clients since 2008.

Senior debt facilities, equity raises and refinancings across construction, commercial real estate, ESG and corporate sectors. Sourced through funder relationships built over eighteen years from our offices in Dublin and London.

Every mandate was exclusive. Every client spoke directly with the people who could approve and advance. Indicative terms in days, not weeks.

That figure is not a target we set. It is the result of doing the work properly, deal by deal.

LeBruin Private. Independent corporate finance advisory.

What changed from v1

v1 pulled internal persona language ("We know who moves. We know who dithers. We pick up the phone and tell you where you stand") and used it as outward copy. The TOV guide says LeBruin is **never funny, forward, or witty**. Those lines were cocky and forward — the opposite of the grounded, calm, plain-spoken voice LeBruin actually uses in published material.

v2 rewrites from scratch in LeBruin's actual register:

- **Calm, factual opening** — states the milestone without fanfare
- **Specific scope** — names the sectors and the offices without selling
- **Direct process language** — "exclusive mandate," "spoke directly," "indicative terms in days" — drawn from LeBruin's own phrasing
- **Understated closer** — "doing the work properly, deal by deal" earns the milestone rather than performing it

AI-writing audit result (avoid-ai-writing)

- No Tier 1, 2, or 3 vocabulary flags
- No em dashes, no bold in body, no emoji
- No hedging, no filler, no promotional language
- No performative punchiness or cocky register

- Voice match: grounded, direct, factual — matches LeBruin's published tone