



Carter & Co.

Strategic Trading & Capital Growth Solutions

Institutional-Grade Access for Sophisticated Capital

V1.0

◆ **Our Evolving Mandate**

Carter & Co. is a private, single-family office with a multi-decade legacy in private property investment, development, and structured funding.

Our story began well before 1988, through the vision and discipline of Jimmy Carter—a former professional football player who was actively investing in and developing property throughout his playing career. His visionary work scaled further following his retirement in 1999, laying the foundation for a values-driven, strategy-first family operation.

We continue to invest directly in our own private property projects, bringing capital, structure, and insight into carefully chosen developments. This remains a central pillar of who we are and how we operate: hands-on, long-term, and impact-aware.

◆ **Strategy, Mindset & The Trading Pivot**

In 2019, COVID-19 didn't just challenge the world—it exposed deep structural fragilities in global finance. Liquidity evaporated, yields collapsed, and traditional routes became unreliable.

For us, it marked a turning point—one we were ready for.



<https://www.thecarterfamilyoffice.com>



With Luke Carter at the helm—driven by a lifelong passion for numbers, systems, and a broader mindset shaped by both science and spirituality—we recognised a familiar truth: **change favours the adaptive.**

Yet this wasn't just another cycle.

It was the beginning of a **super-accelerated trajectory** for technology, decentralised finance, and global capital markets, where:

- Risk is redefined
- Reward is expected
- And resilience, structure, and strategy are non-negotiable

In this climate, doing nothing became the real risk—so we evolved, with intention.

◆ Evolution Through Capital Alignment

As part of our progression, we identified opportunities to support select robust lenders, helping to direct capital from trusted contacts into proven lending strategies—not as a core focus, but as a meaningful step in our evolution.

We also explored and introduced fixed-income note structures and private placements that suited former liquidity providers—those who understood protection, capital efficiency, and structured returns.

These steps, including our early exploration into Series A–C funding for revenue-generating businesses, helped bridge funding gaps in a volatile market. But at their heart, they were about one thing:

Positioning Carter & Co. as a Family Office capable of adapting, aligning, and serving through all climates—without compromising integrity.





◆ What We Offer Now

While we continue to grow and develop our property-based core, we now also provide access to a refined suite of trading and capital growth strategies across capital ranges from **£50,000 to £100 million+**, including:

- **Fully Managed FX Accounts**
Capital preservation-first strategies, institutionally traded.
 - **Structured Trading Platforms**
Fixed-income and tiered performance models built around real-world execution.
 - **Medium & Large-Cap Buy-Sell Programs**
Select opportunities with proven history and discretionary access.
 - **Rollable Weekly / Monthly Cycles**
For active capital seeking strategic, short-term engagement.
 - **Capital Enhancement & Leverage Options**
Tailored to the needs of developers, family offices, and capital allocators.
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◆ Our Legacy, Our Future

We're not brokers. We're not theorists. We are **active investors, strategists, and participants**—with our own capital in play and real projects under management.

We remain active and aligned—**investing in our own property projects, partnering with purpose, and committing capital where we see long-term value.**

Our approach is grounded in direct property experience but has grown into a broader, more complete capital solution. Today, we combine that foundation with a forward-facing strategy that prioritises:

- Strategic capital growth
- Smart diversification
- Long-term resilience through adaptive thinking



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We also facilitate:

- Hard Asset Monetization
- Trade Instrument Structuring
- Credit Enhancement Pathways
- Banking & Planning Strategy (via trusted advisers)

Above all, we are guided by five key pillars:

Trust. Discretion. Strategy. Relationships. Execution.

◆ **Who This Is For**

- Family offices and UHNW individuals
- Private investors with idle or underperforming capital
- Developers and operators exploring strategic capital alternatives
- Advisors, institutions, and introducers who value long-term partnership

✉ ***Next Steps – Submit Your Interest***

We assess all opportunities on a private and discretionary basis.

To begin the process, please complete our short Capital Growth Form:

→ [Submit Your Interest](#)

Once submitted, our team will review and respond with suitability, availability, and onboarding steps. *All engagements are private and confidential.*

Carter & Co. is not FCA regulated and does not offer financial advice. We act as facilitators, participants, and strategic arrangers where appropriate. Capital is at risk. Risk management is central to everything we do. No returns are guaranteed.



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