



Multifamily Investing Strategies For Beginners

**A 3-Part Framework To Investing In
Your First Multifamily Deal**

DISCLAIMER

I'm not an attorney nor a CPA and I do not play one on TV, or pretend to be one, in real or imaginary life. This material is for educational purposes **ONLY and should not be considered advise. Consult your own attorney and/or CPA for such advise...**



What We're Going To Cover Today...

- ✓ **Part 1 – Finding Off Market Opportunities**
- ✓ **Part 2 – Underwriting (Assumptions)**
- ✓ **Part 3 - Strategic Partnering**





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- ✓ **Multifamily Investor and Strategic Partner**
- ✓ **Certified CCIM Market Analysis Instructor**
- ✓ **CCIM Technology Board 2021-2022**
- ✓ **CCIM Foundations Board 2021-2023**
- ✓ **CCIM Ward Center Committee Chair 2023**
- ✓ **Founder Of Strategic Partnering Community**
- ✓ **Former Syndicator Now Passive Investor**
- ✓ **Owned a Property Management Company**



Multifamily Investing Strategies

- ✓ **Buy And Hold Model**
- ✓ **Value Add Flip Model**
- ✓ **Master Lease Option Method**
- ✓ **Wholesale Method**
- ✓ **Bird Dog Method**
- ✓ **Strategic Partnering Method**



**START BUILDING RELATIONSHIPS
NOW!**



NOTHING IS MORE IMPORTANT



Why Build Relationships

- ✓ **Rule 506b Requires It**
- ✓ **Real Estate Is A Relationship Business**
- ✓ **Strong Communication Skills**
- ✓ **Some Sales Skills**
- ✓ **They Won't Invest Or Partner With Someone They Don't Know Like And Trust**



Part 1 - FINDING OFF MARKET OPPORTUNITIES



Finding Off-Market Opportunities

- ✓ **Influencers (Relationships)**
- ✓ **Listing Exchanges (YES Loopnet)**
- ✓ **Marketing Plan To Owners**
- ✓ **Email Marketing**
- ✓ **Using A Virtual Assistant**



Influencers



Influencers

- ✓ **Appraisers**
- ✓ **Lenders**
- ✓ **CPA's**
- ✓ **Attorney's**
- ✓ **Title Agents**
- ✓ **Insurance Brokers**
- ✓ **Real Estate Brokers**

Listing Exchanges



Listing Exchanges

- ✓ **Loopnet.com**
- ✓ **Crexi.com**
- ✓ **Catalyst.com**
- ✓ **CommercialExchange.com**
- ✓ **Brevitas.com**
- ✓ **RealNexMarketplace.com**
- ✓ **ApartmentBuildings.com**
- ✓ **RPRCommercial.com**



Marketing Plan To Owners



Marketing Plan

- ✓ **Finding Owner Contact Information**
 - ✓ **Costar/Reonomy/ProspectNow**
 - ✓ **Software Such As: Hunter.io (Google Extension)**
 - ✓ **Fiverr**
 - ✓ **Title Company Farm Reports**
 - ✓ **Public Record**
- ✓ **Email Service Provider (ESP)**
 - ✓ **Aweber/Get Response/Active Campaign/Kartra**



Marketing Plan

1st Contact Attempt:

- ✓ Mail Prospecting Letter To Owner
- ✓ Cold Call
- ✓ Leave Voicemail
 - ✓ Send Email
 - ✓ Add Contact To CRM And Launch Email Campaign
- ✓ Connect Via Social Media
- ✓ DO NOT TEXT



Marketing Plan

Week 2-4 Contact Attempts:

- ✓ **Cold Call Owner**
- ✓ **Leave Voicemail**
 - ✓ **Send Email**
- ✓ **Send Value Via Social Media**
- ✓ **Attempt Contact Via Direct Message**

Marketing Plan

Months 2-6 Contact Attempts:

- ✓ **Mail Prospecting Letter To Owner**
- ✓ **Cold Call Owner**
- ✓ **Leave Voicemail**
 - ✓ **Send Email**
- ✓ **Send Value Via Social Media**
- ✓ **Attempt Contact Via Direct Message**

Email Marketing



Email List

- ✓ **CANSPAM Act**
- ✓ **Create Automated Follow-up Sequence**
 - ✓ **Relationship Building Campaign**
 - ✓ **Weekly - 10 Weeks**
 - ✓ **Monthly - 12 Months (Newsletters)**
- ✓ **Broadcast An Opportunity**

Using A Virtual Assistant (VA)



Using A Virtual Assistant

VA's Can:

- ✓ **Schedule Appointments For You**
- ✓ **Skip Trace Contact Lists**
- ✓ **Mail Letters**
- ✓ **Post Social Media Content**
- ✓ **Enter Data In CRM**

Using A Virtual Assistant

- ✓ **Fiverr.com/Upwork.com/Online.ph**
- ✓ **Post Your Need**
 - ✓ **Subject Line (Kills 90%)**
 - ✓ **Create A Loom Video On Why They're A Fit**
 - ✓ **Test Them**
 - ✓ **Hire Them**
 - ✓ **Rinse And Repeat**

Part 2 – UNDERWRITING



The **Outputs** Of Your Market Analysis Become The **Inputs** For Your Financial Analysis



Underwriting

- ✓ **Find A Model You Will Use**
- ✓ **Get Required Data**
 - ✓ **T12/P&L**
 - ✓ **Normalize Financials**
 - ✓ **Rent Roll**
 - ✓ **Unit Mix**
 - ✓ **Rent Comps**
- ✓ **Identify The Underwriting Assumptions**



Underwriting Assumptions

- ✓ **Projected Rents**
- ✓ **Vacancy**
- ✓ **Income Growth**
- ✓ **Expense Growth**
- ✓ **Loan Assumptions**
- ✓ **Exit Cap Rate**

Underwriting Tests

- ✓ **Operating Expense Ratio**
 - ✓ **Newly Built: 35%+**
 - ✓ **Older Properties: 45-55%**
 - ✓ **High Rent Markets Will Not Apply**
- ✓ **DSCR vs LTV**
 - ✓ **Minimum Of LTV Or DSCR; Whichever Is Lower**

Part 3 – STRATEGIC PARTNERING



What Is A Strategic Partner



What Is A Strategic Partner

A company or organization that has an arrangement to work with or help another, so that it is easier for each one of them to achieve the things they want to achieve...



What Is A Strategic Partner

I'm looking to build strategic partnerships with active, established syndicators, sponsors, and key principals where I bring the value of understanding, calculating, and identifying emerging markets, finding off market opportunities, conducting market and feasibility analysis, expertise in due diligence and underwriting, and assisting in capital raising, WITHOUT taking a piece the GP, AND => I'm looking to invest passively in the deals.



Roles Of A Strategic Partner



Roles Of A Strategic Partner

- ✓ **Acquisition (Deal Flow)**
- ✓ **Underwriting**
- ✓ **Market & Feasibility Analysis**
- ✓ **Demand/Supply Analysis**
- ✓ **Capital Raising**
- ✓ **Project Management**
- ✓ **Boots-On-The-Ground**



Roles Of A Strategic Partner

- ✓ **Asset Manager**
- ✓ **Investor Relations**
- ✓ **Due Diligence Support**
- ✓ **Tax Savings Strategies (CPA)**
- ✓ **Legal Services (JD)**
- ✓ **Insurance Broker Services**
- ✓ **Mortgage Broker Services**
- ✓ **Real Estate Broker Services**



Roles Of A Strategic Partner

I'm looking to build strategic partnerships with active, established syndicators, sponsors, and key principals where I bring the value of understanding, calculating, and identifying emerging markets, finding off market opportunities, conducting market and feasibility analysis, expertise in due diligence and underwriting, and assisting in capital raising, WITHOUT taking a piece the GP, AND => I'm looking to invest passively in the deals.

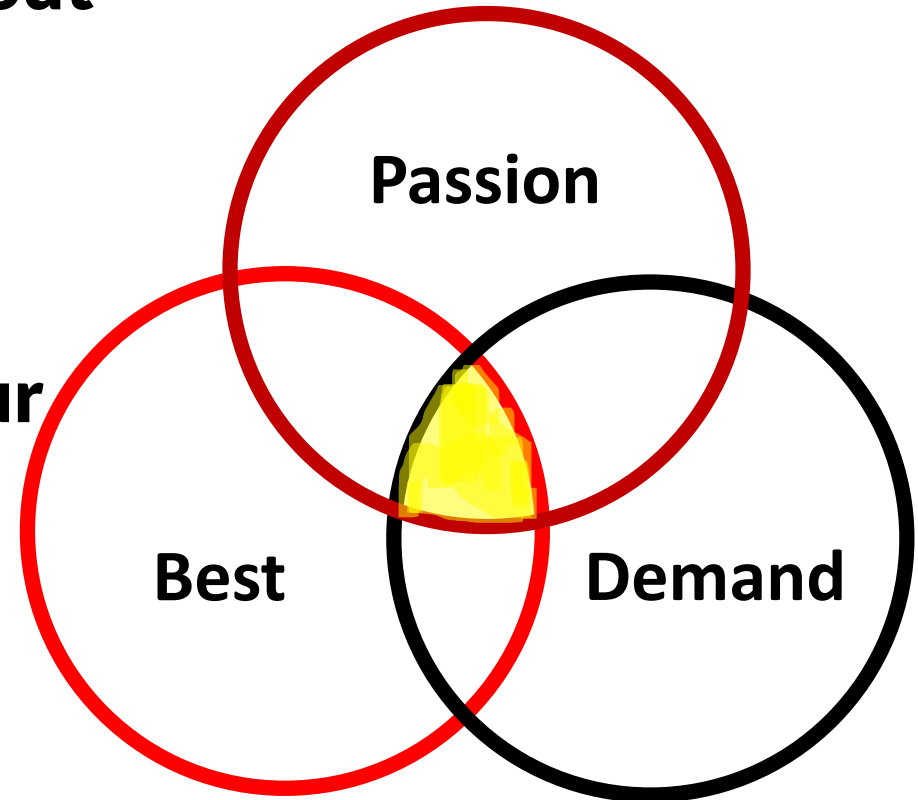


What Role Do You Want



What Role Do You Want

- ✓ **What Are You Passionate About**
- ✓ **What Are You The Best At**
- ✓ **Is There Demand For It**
- ✓ **Continuous Education On Your Passion**
- ✓ **Become Valuable**



What Role Do You Want

I'm looking to build strategic partnerships with active, established syndicators, sponsors, and key principals where I bring the value of understanding, calculating, and identifying **emerging markets**, finding **off market** opportunities, conducting market and feasibility analysis, expertise in due diligence and underwriting, and assisting in capital raising, **WITHOUT taking a piece the GP**, AND => I'm looking to **invest passively in the deals**.



Fee Structure Of A Strategic Partner



Fee Structure Of A Strategic Partner

- ✓ **Percentage Of GP**
- ✓ **Percentage Of Acquisition Fee**
- ✓ **Percentage Of Asset Management Fee**
- ✓ **Consulting Fee**
- ✓ **Loan Broker Fee**
- ✓ **Real Estate Broker Fee**
- ✓ **Insurance Broker Fee**



What Do You Do With Your Fee



What Do You Do With Your Fee

- ✓ **Depends On Your Goals**
 - ✓ **Quick Cash (Intermittent)**
 - ✓ **Cash Flow (Consistent)**
 - ✓ **Wealth Building (Consistent)**
- ✓ **Take It To The House**
 - ✓ **Pay Tax Man The Most**
- ✓ **Reinvest Up To 80% Into The Deal Or A JV**
 - ✓ **Pay Tax Man The Least**



Become A Strategic Partner



Become A Strategic Partner

- ✓ **Build Relationships**
- ✓ **Find Off Market Opportunities**
- ✓ **Underwrite The Deals**
- ✓ **Win Strategic Partnering Assignments**



Become A Strategic Partner

The Best And Fastest Way To Get
Connected To **Your Future Team**



Become A Strategic Partner

Belong To A Network Of Like-Minded
People Working Towards Similar
Goals Of All Experience Levels



**What If You Had Someone
That Would HELP You
Find Off-Market Opportunities**



**And Give You The Exact Marketing
Plan That Discovered \$560M In
Off-Market Opportunities**



**And Reduce The Time, Effort, And
Energy Of Doing It On Your Own**



And...

**You Had All The Tools Needed To
Help You Be Successful**



And...

**You Were Part Of A Private Community
Of GP's, KP's, LP's, And SP's, So You
Could Build Partnerships To Close Deals**



And...

**If That Wasn't Enough...
How About Access To Me,
ANYTIME You Need It**



And...

NO, It Doesn't Cost \$20K+



INTRODUCING...



— ★ ★ ★ —

STRATEGIC PARTNERING

A Group **Mentoring** Network



**Designed To Provide YOU With ALL
The Education, Resources,
Community, And Support...**



So, There's Literally **Nothing Else
YOU Need To Invest In Your 1st Or
Next Multifamily Deal**



We Help You **Build Your Systems, So You
Don't Have To Do This On Your Own**



Case Study #1 - Full Time W2

MICY

- ✓ **Micy Was Looking To Get Into Multifamily While Full Time At A W2**
- ✓ **She Was Frustrated With Other Communities She Previously Joined**
- ✓ **She Implemented The 4 Steps And Figured Out How To Leverage Her W2...**
- ✓ **Micy Completed Her First Successful Capital Raise of \$250k**



You Will Get Access To The 14 Module
Strategic Partnering Workshop
Where You Will Learn...



Strategic Partnering Workshop:

- ✓ **Module 1 - Begin With The End In Mind**
- ✓ **Module 2 - The Big Lie (Strategic Partnering)**
- ✓ **Module 3 - Building Relationships**
- ✓ **Module 4 - Underwriting - The Market**
 - ✓ **Part 1 - Identify Your Market(s)**
 - ✓ **Part 2 - Current Economic Base**
 - ✓ **Part 3 - Future Economic Base And Demand/Supply Analysis**
 - ✓ **Part 4 - Competitive Advantage and Market Cycles**



Strategic Partnering Workshop:

- ✓ **Module 5 – Finding Opportunities**
- ✓ **Module 6- Underwriting The Deal**
 - ✓ **Part 1 – Underwriting Fundamentals And Definitions**
 - ✓ **Part 2 – Verifying Assumptions**
 - ✓ **Part 3 – Financial Analysis**
- ✓ **Module 7 – Negotiations And LOI**
- ✓ **Module 8 – Due Diligence**

Strategic Partnering Workshop:

- ✓ **Module 9 – Raising Capital**
 - ✓ **Part 1 – Understanding Syndications**
 - ✓ **Part 2 – Offering Summary**
- ✓ **Module 10 – Getting A Loan**
- ✓ **Module 11 – Property Management**
 - ✓ **Part 1 – Understanding Operations**
 - ✓ **Part 2 – Property Management Questionnaire**

Strategic Partnering Workshop:

- ✓ **Module 12 - Closing The Deal**
- ✓ **Module 13 - Asset Management**
- ✓ **Module 14 - Exit Strategy**

There Will Be **Homework Between Each
Session To Keep You Moving Forward**



**The Course Is Setup To Deliver A Session
Each Week, So You Have The Time To Do
The Homework And Move Forward
When You're Ready...**



**This Eliminates Overwhelm And Gives
You Structure On Where To Start**



The Current **Live Class Started On
February 20th And We Hold Every
Sunday At 1pm East – Except Holidays**



**No Matter Where You Are In The
Course, You Can Attend The Live Classes**



The Multifamily Underwriting Case Study



**The Underwriting Case Study Will Show
A **Real-World Example** Of How I Find A
Market, Find A Deal, Underwrite The
Deal, And **Submit An Offer**...**



Underwriting Case Study:

- ✓ **Module 1 - Identify The Market**
- ✓ **Module 2 - Build Relationships With Brokers And Owners**
- ✓ **Module 3 - Identify Assumptions**
- ✓ **Module 4 - Underwrite The Deal**
- ✓ **Module 5 - Submit LOI**

You're Also Going To Get Access To **Strategic Partnering Labs**



Strategic Partnering Labs:

- ✓ **Property Management Documents**
- ✓ **Syndication Documents**
- ✓ **Project Management Documents**
- ✓ **Due Diligence Documents**
- ✓ **Marketing Documents**

Strategic Partnering Labs:

- ✓ **Underwriting Tools – Deal and Market**
- ✓ **Pitch Deck Template (Offering Summary)**
- ✓ **Transaction Templates – LOI**
- ✓ **Property And Contact Information In Your Markets**
- ✓ **Investor and Business Contacts**
- ✓ **Quarterly Planner And Production Tracker**



At This Point You Have **All The
Training And Resources You Need
To Find And **Win Deals****



Case Study #2 - Internet Famous

TREVOR

- ✓ **Trevor's #1 Issue Was Analysis Paralysis**
- ✓ **He Previously Joined Other Groups But Felt They Lacked Guidance**
- ✓ **He Found Success With Our 4 Step Process To Help Build His Brand And Presence...**
- ✓ **Trevor Now Has Investors Worth Millions Calling And Asking To Partner**



You're Going To Get Access To The Private Strategic Partnering Community



Strategic Partnering Community:

- ✓ **Build Relationships**
- ✓ **Find Potential Partners And Investors**
- ✓ **Ask Questions For Help**
- ✓ **List Opportunities**
- ✓ **Get Support For Underwriting**



**This Community Has Its Own
Private Channel, And It's Not FB Or Slack**



**Belonging To A Community Will Give
You **The Power** To Build The
Relationships You Need To **Close Deals****



**When You Add A Community To The
Education And Resources, You Have
A Very **Powerful Combination** Of
Tools at Your Disposal**



If That Wasn't Enough, I will Help You...



I Will Help You:

- ✓ **Underwrite Your Deals**
- ✓ **Pull Demand And Supply Data**
- ✓ **Connect You To JV Partners**
- ✓ **Connect You To Sponsors**
- ✓ **Connect You To Key Principals**
- ✓ **Find Passive Investors**



**You Will Have The Ability To Request
CoStar And STDB Reports For
Calculating Demand And Supply and
Underwriting Your Deals**



Every Monday We Have The **Goal Setting** Workshop



Every Thursday We Have **Weekly
Marketing, Q&A And Networking**



Every Sunday I Teach A Module Of The **Strategic Partnering Workshop**



**Now We have Combined Mentoring
With All The Education, All The
Resources, The Community, And Added
Accountability, So You **CAN'T Fail!****



Why Stop There...



I Will Give You Support
ANYTIME You Need It



Personal Support:

- ✓ **Social Media Direct Message**
- ✓ **Email**
- ✓ **Voxer**

**There Are Many Communities Charging
Over \$25K A Year For **Only Half** Of
What We Have In Strategic Partnering**



**BUT – I Wanted To Break Down The
Barrier Of Entry Into An Investing And
Mentoring Community Like This**



Right Now... For The Participants Of This
Masterclass, I'm Offering Access To The
Strategic Partnering Community For...



ONLY \$297 A Month



**For As Long As You're A Member, With
No Long-Term Contract**



It's Been **More Than A Year Since We
Have Offered A Monthly Option**



Or... Get **LIFETIME** Access For
ONLY \$2,997



Because We're Getting Ready To Launch Strategic Partnering 2.0



The Lifetime Option Is **Going Away!**



FOREVER!



SO...

This Offer Is ONLY Good For 5 Days



AND... There's An Unconditional, **NO
QUESTIONS ASKED, 30 Day Money
Back Guarantee**



So, There Is Literally **Zero Risk**



AS A BONUS...



Your Business Partner/Spouse (FREE)



Case Study #3 - \$12M Deal At 22yrs Old

YVAN

- ✓ **When Yvan Came To SPC He Was Overwhelmed**
- ✓ **He Was Working Harder Than Needed**
- ✓ **We Helped Yvan Stop Doing All The Other Stuff And Focus On The 4 Steps...**
- ✓ **Helped Close A 12.3 Million Dollar Deal And Got A Fund Manager Position.**



Let's Recap



- ✓ **Multifamily Underwriting Case Study - \$997**
- ✓ **Strategic Partnering Workshop - \$1,997**
- ✓ **Strategic Partnering Labs - \$9,997**
- ✓ **Strategic Partnering Community - \$9,997**
- ✓ **Personal Mentoring And Support - \$9,997**
- ✓ **Weekly Q&A, Goal Setting, And Mindset - \$4,997**
- ✓ **Your Business Partner/Spouse (FREE) - Priceless**

THAT'S \$37,982 IN REAL VALUE



ONLY \$297 A Month
WITHOUT Lifetime Access



Or... Get **LIFETIME** Access For
ONLY \$2,997



**AND Don't Forget The Unconditional,
NO QUESTIONS ASKED, 30 Day Money
Back Guarantee If You're Not Satisfied**



BRING YOUR PARTNER OR SPOUSE

FREE



ONLY For 5 Days





If you want to be part of the **Strategic Partnering Community** and get access for LIFE, **CLICK THE LINK BELOW** to claim your access TONIGHT...

<https://www.strategicpartneringcommunity.com/sp2-checkout-pre-launch>



Q&A

 **PAY CASH**
FOR 100 UNITS
MASTERCLASS