



Multifamily Investing Strategies For Beginners

**A 4-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 – Finding The Money**
- ✓ **Part 4 - Strategic Partnering**





DAVID MONROE, CCIM

David@DavidMonroeCCIM.com

- ✓ **Multifamily Investor and Strategic Partner**
- ✓ **Certified CCIM Market Analysis Instructor**
- ✓ **CCIM Technology Board 2021-2023**
- ✓ **CCIM Foundations Board 2021-2023**
- ✓ **CCIM Ward Center Committee Chair 2023**
- ✓ **Founder Of Strategic Partnering Community**
- ✓ **Former Syndicator Now Strategic Partner**
- ✓ **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!**



Relationships

NOTHING IS MORE IMPORTANT



Relationships

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

Part 1 - FINDING OFF MARKET OPPORTUNITIES



What We're Going To Do Today

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



Influencers



Listing Exchanges



Marketing Plan



Email Marketing



Using A Virtual Assistant (VA)



Part 2 – UNDERWRITING (ASSUMPTIONS)



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



Underwriting Assumptions

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

Projected Rents



Vacancy



Income Growth



Expense Growth



Loan Assumptions



Exit Cap Rate



Part 3 – FINDING THE MONEY



Private Investors



Private Investors

- ✓ **Non-Accredited (Sophisticated)**
 - ✓ **Under Rules 506b, Reg CF, And Reg A**
 - ✓ **506b – NO ADVERTISING**
 - ✓ **506b - Existing Relationship Required**
- ✓ **Accredited**
 - ✓ **Under Rules 506b, 506c, Reg CF, And Reg A**
 - ✓ **CAN Advertise – Except 506b**
 - ✓ **No Existing Relationship Required**



PRIVATE EQUITY



Structure

- ✓ **Create Private Equity LLC – Including SEC Documents**
 - ✓ **May Require Initial Investment From GP Members**
- ✓ **How Much To Raise In Fund**
- ✓ **When To Receive Funds**
- ✓ **Find, Vet, And Underwrite Deals/Sponsors**
- ✓ **ONLY Invest With Qualified, Experienced Operators**
- ✓ **Stay Under 20% Rule**



Structure

- ✓ **Co-GP Possibilities:**
 - ✓ **CPA And/Or Accountant**
 - ✓ **Legal Council (Fund Expertise)**
 - ✓ **Marketing Agency**
 - ✓ **Experienced Capital Raiser**



Structure

- ✓ **SEC 506b & 506c And Regulation CF & A**
- ✓ **Equity Splits Between GP/LP**
- ✓ **Target IRR**
- ✓ **Acquisition Fee**
- ✓ **Asset Management Fee**
- ✓ **Admin & Legal Expenses**
- ✓ **Earnest Money – Allow Or Not**



Part 4 – 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

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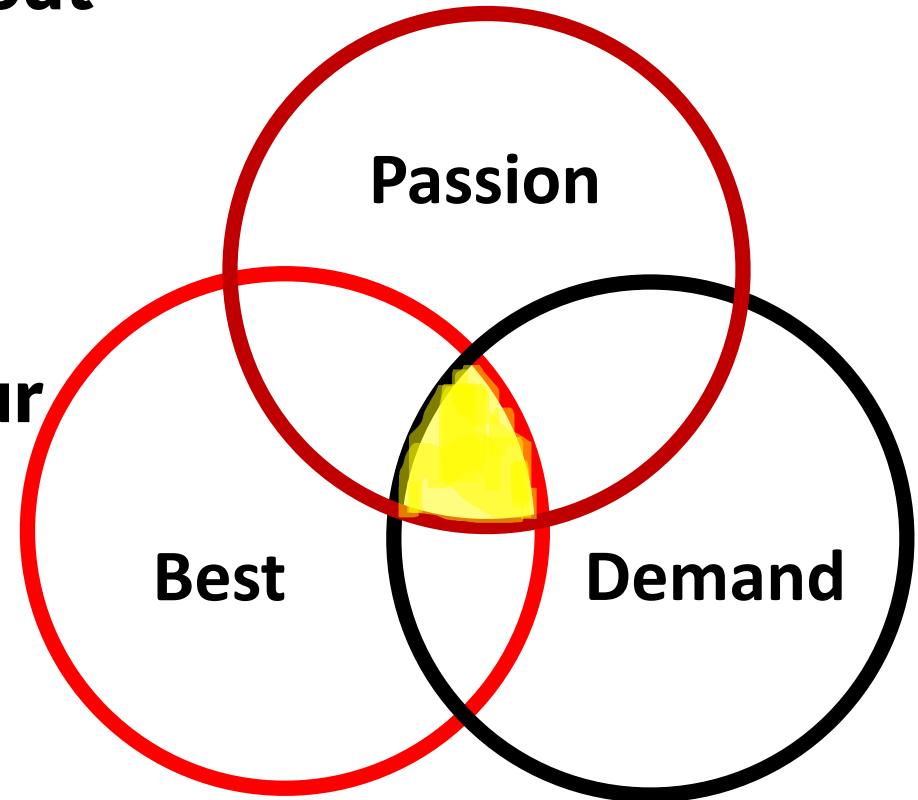


What Role Do You Want



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**
- ✓ **Raise Capital for 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

**While Still Utilizing Social Media To
Prospect And **Build Your Presence** Is...**



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 Partners And Investors**



**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**



And...

**You Could Attend A 22 Week Live
Workshop To Show You How To
Be A Strategic Partner And
Find Partners To Get Deals Done**



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 **Help YOU** Invest In
Your 1st Or Next Multifamily Deal



**Here's A Detailed Breakdown
So, You **Understand** What's Included**



**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



This **Live Class Started On
February 18th And Will Go Until August**



The Multifamily Underwriting Case Study



Underwriting Case Study:

- ✓ **Week 1 - Identify The Market**
- ✓ **Week 2 - Build Relationships With Brokers And Owners**
- ✓ **Week 3 - Identify Assumptions**
- ✓ **Week 4 - Underwrite The Deal**
- ✓ **Week 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**



You'll Also Get A **FREE Website
PLUS Training And Support To
Help You Generate Leads**



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 Uses
Mighty Networks To
Communicate, Network,
And **Do Deals Together****



Strategic Partnering 2.0



The Multifamily Specialty Courses



Specialty Courses:

- ✓ **Week 1 - Underwriting Specialty**
- ✓ **Week 2 - Capital Raising Specialty**
- ✓ **Week 3 - Acquisitions Specialty**
- ✓ **Week 4 - Passive Investing Specialty**
- ✓ **Week 5 - Asset Management Specialty**



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
Q&A And **Networking****



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



Why Stop There...



**I Will Give You 1-On-1 Support
ANYTIME You Need It**



Personal Support:

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

**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
Intensive, I'm Offering The Strategic
Partnering Community **For LIFE...****



ONLY \$2,997



Due To The Launch Of **Strategic Partnering 2.0**



After **Sunday At Midnight Eastern The
Price Will Be \$4,997 Year**



COUPON CODE:
sp2-pre-launch-2



AGAIN... FOR LIFE!



Financially **Challenged?**
david@davidmonroeccim.com



BUT...

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)**



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 And Goal Setting Workshops - \$4,997**
- ✓ **Your Business Partner/Spouse (FREE) - Priceless**

THAT'S \$37,982 IN REAL VALUE



FOR ONLY \$2,997



Due To The Launch Of **Strategic Partnering 2.0**



After **Sunday At Midnight Eastern The
Price Will Be \$4,997**



COUPON CODE:
sp2-pre-launch-2



**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>



Q&A