



# Relationships

## Module 2

# What We're Going To Do Today

- ✓ **Avatar**
  - ✓ **What Is An Avatar**
  - ✓ **Who Is Your Avatar**
  - ✓ **Speak Your Avatar's Language**
  - ✓ **Where Is Your Avatar**
  - ✓ **Your Value Proposition**



# What We're Going To Do Today

- ✓ **Prospecting**
  - ✓ **LinkedIn**
  - ✓ **Facebook**
  - ✓ **Networking**



# What We're Going To Do Today

- ✓ **Building Presence**
  - ✓ **Start A Facebook Group**
  - ✓ **Provide Value (Other's Facebook Groups)**
  - ✓ **Blog, YouTube, Podcast**
  - ✓ **Write Articles**
- ✓ **Homework and Q&A**



# What Is Your Why



**START BUILDING RELATIONSHIPS  
NOW!**



# AVATAR



# What Is An Avatar





**An incarnation, embodiment, or  
manifestation of a person or idea**



# Who Is Your Avatar



# Who Is Your Avatar

## Your Ideal Prospect:

- ✓ **Accredited And Sophisticated Investors (LP)**
  - ✓ **Vocation (Doctor, Attorney, Engineer...)**
  - ✓ **Hobbies (Exotic Cars, Boating, Aviation...)**
  - ✓ **SOI (Dentist, Doctor, Insurance Broker...)**
- ✓ **Friends and Family**
- ✓ **Social Media Following**



# Who Is Your Avatar

## Your Ideal Prospect:

- ✓ **Sponsors and Co-Sponsors (GP)**
  - ✓ **Family Office**
  - ✓ **Private Equity**
  - ✓ **Experienced Syndicators**
- ✓ **Can Bring The Equity And Experience**



# Who Is Your Avatar

## Your Ideal Prospect:

- ✓ **Key Principals (KP)**
  - ✓ **Family Office**
  - ✓ **Private Equity**
  - ✓ **Experienced Syndicators**
- ✓ **Can Bring The Ability To Provide Net Worth And Liquidity Requirement To Sign On The Loan**



# Who Is Your Avatar

## Your Ideal Prospect:

- ✓ **Strategic Partners (SP)**
  - ✓ **Real Estate Brokers**
  - ✓ **Appraisers**
  - ✓ **Lenders**
  - ✓ **CPAs**
- ✓ **Can Bring Experience Without Giving Up Equity**



# Who Is Your Avatar

## Identify Your Avatar:

- ✓ **Demographics**
  - ✓ **Age**
  - ✓ **Income**
  - ✓ **Education**
  - ✓ **Religion**
  - ✓ **Sex**



# Who Is Your Avatar

## Identify Your Avatar:

- ✓ **Psychographics**
  - ✓ **Net Worth**
  - ✓ **What They Spend Money On**
  - ✓ **Where They Travel**
  - ✓ **Hobbies**





# Speak Your Avatar's Language



# Speak Your Avatar's Language

## PQR<sup>2</sup>

- ✓ What Are Their Problems/Pains
- ✓ What Questions Are They Asking
- ✓ What Roadblocks Are Stopping Them
- ✓ What Are The Results They Want To Achieve



# Where Is Your Avatar



# Where Is Your Avatar

- ✓ **Social Media Groups**
- ✓ **YouTube, Vimeo, Podcasts...**
- ✓ **Blogs and New Sources**
- ✓ **Trade Conferences**
- ✓ **Offline Social Circles (Philanthropic Clubs, Social Clubs, REI Clubs...)**



# Your Value Proposition



# Your Value Proposition

- ✓ **Identify Your Avatar (Investor, Sponsor, KP...)**
- ✓ **Use PQR<sup>2</sup>**
- ✓ **Keep It Succinct**
- ✓ **Use A Signature For Your Contact Information**
- ✓ **Create A Document With All You Value Propositions**



Thank you for connecting... I have dug myself into the trenches with the multifamily syndicators, sponsors, key principals, and passive investors, doing the deals right now. I invest in these deals with the groups and have the relationships and unique ability to bring people and teams together based on the project.

The SEC requires under Reg D Rule 506b that syndicators and sponsors must have an existing relationship with passive investors, whether they are accredited or not.

I have been building strategic partnerships with the syndicators and sponsors which allows me the ability to connect passive investors to a qualified opportunity.

Are you available in the near future to discuss how this could be a win/win for both of us?

[david@davidmonroeccim.com](mailto:david@davidmonroeccim.com)

[multifamily.davidmonroeccim.com/calendar](https://multifamily.davidmonroeccim.com/calendar)

251-508-0010

# PROSPECTING





# LinkedIn



# LinkedIn

- ✓ **Create Your Optimized Profile**
- ✓ **Search Keywords In Quotes**
- ✓ **Ask To Connect (2<sup>nd</sup> Level Connections)**
- ✓ **Add A Note**
- ✓ **Send Value Proposition To New Connections**
- ✓ **Follow Up With Connections That Don't Respond**



# Facebook



# Facebook

- ✓ **Create Your Optimized Profile**
- ✓ **Delete All Unnecessary Friends**
- ✓ **Connect With ONLY Your Avatar (5000 Limit)**
- ✓ **Send Value Proposition To New Connections**
- ✓ **Follow Up With Connections That Don't Respond**



# Networking



# Networking

## **In-Person:**

- ✓ **REI Meetups**
- ✓ **Trade Conferences**
- ✓ **Education Events (For The Network)**
- ✓ **Social And Other Clubs (Rotary, Yacht, Car...)**



# Networking

## Virtual:

- ✓ **Virtual Meetups**
- ✓ **Virtual Trade Conferences**
- ✓ **Virtual Education Events (For The Network)**



# BULDING PRESENCE





# Start A Facebook Group



# Start A Facebook Group

- ✓ **Group Name**
- ✓ **Header Image**
- ✓ **Privacy And Rules**
- ✓ **Invite 50 Per Day**
- ✓ **Hold Contests To Generate Shared Invites**
- ✓ **Provide Tons Of Value**



# **Provide Value (Other's Facebook Groups)**



# Provide Value

- ✓ **Join Facebook Groups (Keeping Avatar In Mind)**
- ✓ **Find Questions You Can Answer (Connect To Likes)**
- ✓ **Ask Questions (Connect To Likes)**
- ✓ **Share Videos, Podcasts, Blog Posts, And Articles**
- ✓ **Provide Tons Of Value**



# Blog, YouTube, Podcast



# **Blog, YouTube, Podcast**

- ✓ **Create A Blog (Share To Social Channels)**
- ✓ **Start A YouTube Channel (Share To Blog)**
- ✓ **Start A Podcast (Share To Blog, YouTube, And Podcast Host)**
- ✓ **Use Instagram To Showcase Images**
- ✓ **Use Twitter To Provide Quick Value**



# Write Articles



# Write Articles

- ✓ **Expertise**
- ✓ **Industry News**
- ✓ **Training and Advice**
- ✓ **Quick How-To's**
- ✓ **Your Story**
- ✓ **Your Journey**





# Write Articles

## Where To Post Articles:

- ✓ **Blog**
- ✓ **LinkedIn**
- ✓ **Reddit**
- ✓ **Facebook (Groups)**
- ✓ **Article Directories**

**Now record the article on video software, such as Camtasia or Screen Flow, and now you have a YouTube Video and a Podcast episode that you can share as new content to your social media channels...**



# Homework



# Homework

- ✓ **Identify Your Avatar**
- ✓ **Create Your Value Proposition**
- ✓ **Setup Your LinkedIn and Facebook Profiles**
- ✓ **Start A Facebook Group**
- ✓ **Sign Up For At Least 20 Facebook Groups**



Q&A