



**DAVID MONROE, CCIM**

Multifamily Investment and Strategic Partnership

# **HOW TO RAISE CAPITAL FOR YOUR MULTIFAMILY INVESTMENTS**

# Today's Objectives

- ✓ **Mindshift**
- ✓ **SEC Rules and Guidelines**
- ✓ **Relationships**
- ✓ **Where to Find Capital**



# DAVID MONROE, CCIM

251-508-0010 | [David@DavidMonroeCCIM.com](mailto:David@DavidMonroeCCIM.com)

- ✓ **Multifamily Investor and Strategic Partner**
- ✓ **Certified CCIM Market Analysis Instructor**
- ✓ **FL CCIM VP of Education 2021-2022**
- ✓ **CCIM Technology Board 2021-2023**
- ✓ **CCIM Foundations Board 2021-2023**
- ✓ **Former Syndicator Now Strategic Partner**
- ✓ **Owned a Property Management Company**



# Mindshift Offering An Opportunity

# **You're Offering An Opportunity Not Asking For A Loan**

# You're Offering An Opportunity

## **Banks/Lenders - Debt:**

- ✓ **Offers a percentage of the purchase price based on the net operating income of the asset for a low interest rate amortized for 15-30 years, with or without pre-payment penalties, with or without a balloon due**

# You're Offering An Opportunity

## Limited Partners (LP) - Equity:

- ✓ **Offers a higher return on the amount invested based on the offering structure (Typically 80/20 or 70/30), with or without a preferred return, for a short to long term period of time, with major tax benefits**

# You're Offering An Opportunity

## Investor's Portfolio:

- ✓ **401K/IRA**
- ✓ **Government/Employment Pensions**
- ✓ **Mutual Funds/Stocks/Bonds**



# You're Offering An Opportunity

## What You Offer:

- ✓ **Lower To No Taxes**
- ✓ **Higher Yields**
- ✓ **Lower Volatility**
- ✓ **Recession Resistant**

# SEC Guidelines

# SEC Guidelines

## **Sophisticated Investor:**

- ✓ **Experience in Financial Industry**
- ✓ **In The Real Estate Business**
- ✓ **Does Not Meet The Requirements For Accredited Investor**
- ✓ **Has Been Educated In Real Estate Offerings**

# SEC Guidelines

## **Sophisticated Investor – Investopedia’s Definition:**

- ✓ **A sophisticated investor is a classification of investor indicating someone who has sufficient capital, **experience and net worth** to engage in more advanced types of investment opportunities.**

# SEC Guidelines

## Accredited Investor:

- ✓ **Income Exceeds \$200k Each Of The Last 2 Years (\$300K For Joint)**
- ✓ **Has A Net Worth Greater Than \$1M - Excluding Primary Residence (Can Be Joint)**
- ✓ **Private Business With Assets Exceeding \$5M**
- ✓ **FINRA Licensed Professionals**

# SEC Guidelines

## Accredited Investor – Investopedia's Definition:

- ✓ **An accredited investor is an individual or a business entity that is allowed to trade securities that may not be registered with financial authorities. They are entitled to this privileged access by satisfying at least one requirement regarding their income, net worth, asset size, governance status, or professional experience.**

# SEC Guidelines

## Regulation D Rule 506b

- ✓ **Up To 35 Sophisticated Investors**
- ✓ **Unlimited Accredited Investors**
- ✓ **No Limit On Amount Raised**
- ✓ **CANNOT Advertise**
- ✓ **MUST Have An Existing Relationship**
- ✓ **Self Disclose Accreditation**

# SEC Guidelines

## Regulation D Rule 506c

- ✓ **NO Sophisticated Investors**
- ✓ **Unlimited Accredited Investors**
- ✓ **No Limit On Amount Raised**
- ✓ **CAN Advertise**
- ✓ **DO NOT Have To Have An Existing Relationship**
- ✓ **Your Responsible For Verifying Accreditation**



# SEC Rules And Guidelines

- ✓ Regulation D Rule 506b
- ✓ Regulation D Rule 506c
- ✓ Regulation A
- ✓ Regulation CF

Regulation	CF	A	D 506(b)	D 506(c)
General Solicitation	Yes	Yes	No	Yes
Unaccredited Investors	Yes (5%-10% limited)	Yes (10% limit)	Yes (35 each 90 days)	No
SEC Filings	Form C	Form A-1	Form D	Form D
Capital Limit	\$5mil	\$20mil/ \$75mil	Unlimited	Unlimited

# SEC Rules And Guidelines

- ✓ **Integrations – Safe Harbor:**
  - ✓ **Separate offerings will not be integrated if the new offering starts at least 30 days after termination or completion of prior offering**
- ✓ **Offering Ended:**
  - ✓ **Funded**
  - ✓ **Cease Efforts To Further Funding**
  - ✓ **CF Portal Communicates Termination And Removes**

# SEC Rules And Guidelines

## Testing The Waters:

- ✓ **You can talk to any investor prior to figuring out the offering**
- ✓ **Before Offering Has Commenced**
- ✓ **No Money Has Been Received**
- ✓ **No Investment Offers Accepted**
- ✓ **No Binding Commitments**

# SEC Rules And Guidelines

## Demo Days (Seminar/Lunch & Learn):

- ✓ **May Advertise General Solicitations**
- ✓ **No Advertising For A Specific Issuer**
- ✓ **More Than 1 Issuer MUST Participate**
- ✓ **Seminar Promoter:**
  - ✓ **DOESN'T Receive Commission of Finders Fee**
  - ✓ **DOESN'T Charge Attendees (Admin Permitted)**
  - ✓ **DOESN'T Provide Investment Advice**

# Relationships

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**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**

# Relationships

## Who Are They (Avatar)?

- ✓ **What Is Their Net Worth**
- ✓ **What Industry Are They In**
- ✓ **Are They Male, Female, Or Other**
- ✓ **What Do They Spend Money On**
- ✓ **Are They Married With Children**



# Relationships

## PQR<sup>2</sup> (Avatar)?

- ✓ What Are Their **Pains And/Or Problems**
- ✓ What **Questions** Are They Asking
- ✓ What **Roadblocks** Do They Have
- ✓ What **Results** Are They Trying To Achieve

# Relationships

## What Do I Say?

- ✓ **Elevator Speech – PQR<sup>2</sup>**
- ✓ **Value Proposition - PQR<sup>2</sup>**
- ✓ **Ask If They Invest**
- ✓ **Ask If They Pay Taxes**
- ✓ **Get Their Contact Information**

# Where To Find Capital

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## Where Do I Find Them?

- ✓ **Friends and Family – With Caution...**
- ✓ **Sphere Of Influence**
- ✓ **Social Media – With Caution...**
- ✓ **Networking – In Person And Virtually**
- ✓ **Conferences**
- ✓ **Email List – That You Have Earned, Not Bought**

# Where To Find Capital

- ✓ **Co-General Partners (JV's) – Similar To You, But Different**
- ✓ **Sponsors/Family Offices – Up To 90% Equity**
- ✓ **Key Principals – Sign On The Loan**
- ✓ **Industry Professionals – Doctors, Dentists, Engineers**
- ✓ **Strategic Partnerships – Find Them For You...**

# Where To Find Capital

- ✓ **Optimize Your LinkedIn And Facebook Profiles**
- ✓ **Send 100 Connection Requests Per Week on LI (Premium)**
- ✓ **Join As Many Multifamily Groups As You Can**
- ✓ **Send 50 Friend Requests A Day On Facebook (Groups)**
- ✓ **When You Get A Connection Send Value Proposition**
- ✓ **Schedule Virtual (Or In-Person) Appointment**

# Where To Find Capital

**Now You Can Invite Them To Your Deal**

**What If You Had Someone  
That Would HELP You  
Raise Capital And Find Partners**



**And...**

**You Had The Underwriting Tools  
And Pitch Deck And Help Using Them**

**And...**

**You Were Part Of A Private Community  
Of GP's, KP's, LP's, And Sponsors**

**And...**

**What If I Was On Your Team So You  
Could **Leverage My Experience,  
Expertise, And Relationships,** And  
Include Me On Your Marketing, Pitch  
Deck, And Website**

**And...**

**You Could Attend A 12 Week Live  
Workshop To Show You How To  
Put A Syndication Together And **Find**  
**The Money To Get Deals Done****

**And...**

**Get Access To A Course To Show You  
How To Properly Identify An  
Emerging Real Estate Market**

**And...**

**If That Wasn't Enough... How About  
1-on-1 Coaching, ANYTIME You Need It**

**And...**

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

# INTRODUCING...



— ★ ★ ★ —

# STRATEGIC PARTNERING



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

**You Will Spend The 1<sup>st</sup> Twelve Weeks  
Immersed In A Live **Strategic Partnering  
Workshop** Where You Will Learn...**

# **Strategic Partnering Workshop:**

- ✓ **Module 1 - Understanding Syndications**
- ✓ **Module 2 - Building Relationships**
- ✓ **Module 3 - Finding Opportunities**
- ✓ **Module 4 - Underwriting - The Market**
- ✓ **Module 5 - Underwriting - The Deal**
- ✓ **Module 6 - Finding Partners And Investors**

## **Strategic Partnering Workshop:**

- ✓ **Module 7 – The Offering Summary**
- ✓ **Module 8 – Negotiations And Contracts**
- ✓ **Module 9 – Due Diligence (Deep Dive)**
- ✓ **Module 10 – Close On The Deal**
- ✓ **Module 11 – Operations And Asset Management**
- ✓ **Module 12 – Exit The Opportunity**

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

# **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 **Training And Support** On  
Your Website To 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** Is In A  
Private Facebook Group And  
Has A **Slack Channel****

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

## **I Will Help You:**

- ✓ **Underwrite Your Deals**
- ✓ **Structure Your Business And Deals**
- ✓ **Connect You To JV Partners**
- ✓ **Connect You To Sponsors**
- ✓ **Connect You To Key Principals**
- ✓ **Find Passive Investors**

**You Will Have The Ability To **Add Me As**  
**A Strategic Partner** To Your Pitch Deck,  
Marketing Materials, And Your Website**

# Why Stop There...



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

**All I Ask, You Only Schedule One  
Appointment At A Time**

**There Are Many Communities Charging  
Over \$20K A Year For **Only Half** Of  
What We Have In Strategic Partnering**

**Right Now, For The People On  
This Webinar, I'm Offering  
**UNLIMITED** Access For...**

**ONLY \$1**

**Then...**

**It's Only \$97 A Month After The  
First 14 Days With No Contract**

**WITH NO LIMITATIONS!**

**ONLY FOR THE NEXT 3 DAYS...**



**OR...**

**You Can Invest \$1997 Now And  
Stay In The Community For LIFE!**

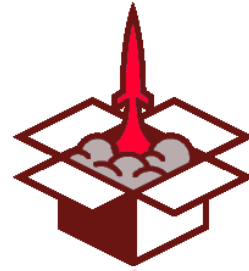
**Regardless Of Your Option, There's An  
Unconditional, **NO QUESTIONS ASKED**,  
30 Day Money Back Guarantee**

**INCLUDING THE \$1**

**So, There Is Literally Zero Risk**

# That's More Than \$20K In Real Value

**FOR ONLY \$1**



# STRATEGIC PARTNERING

If you want to be part of Strategic Partnering,  
**CLICK THE LINK BELOW** to claim your access...

\$1 For The First 14 Days, Then \$97 A Month Until Cancelled:

<https://multifamily.davidmonroeccim.com/strategic-partnering-dollar-trial>

\$1997 Lifetime:

<https://multifamily.davidmonroeccim.com/strategic-partnering-lifetime-1997>

Q&A