EMAIL MARKETING SEQUENCE

Email 1:

Time Is Running Out!

{first\_name},   
If you have been on the fence on whether you're going to sell any multifamily properties in this market cycle, time is running out to make that decision.

With inflation out of control, interest rates rising, the yield curve inverted, and the FED reducing their balance sheet, a deep recession is on the horizon.

We’re already seeing cap rates on the rise, because as the interest rates on debt increases, the buyer must get an interest rate lower than the cap rate, or they will have lost the ability of leverage on the loan.

If we have a collapse similar to 2008, which a lot of economists are predicting, you do not want to be holding any short term at that time, it will be catastrophic.

If you own any properties that are currently in a short-term debt scenario based on your business plan, and you were hoping to sell or refi in the next 24 months and didn’t anticipate the rapid rise in interest rates, we may be able to help.

You can Click Here to schedule a time on my calendar if you would like to talk about how we can help you or reply to this email with any questions you may have.

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Email 2:

Subject Line: Multifamily Opportunities

{first\_name},

We’re seeking to acquire multifamily properties in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

We have a team with $\_\_\_\_\_\_\_\_\_ AUM (Assets under management) looking to expand to $1B in the next 12 months. We’re looking for \_\_\_\_\_\_\_ units, will purchase more than one property to get there and can go less if we’re already in the market, with upside potential greater than a \_\_\_\_\_% cap rate, \_\_\_ days due diligence and \_\_\_ days to close.

I thought the best place to start is to schedule a short phone call to see if any of your properties fit our acquisition strategy.

Please call me at \_\_\_\_\_\_\_\_\_\_\_\_\_ or reply to this email to setup a day and time to talk.

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Email 3:

Subject Line: Must Have Multifamily Resources

{first\_name},   
I wanted to share a few great resources that give you access to every county's public records database and GIS maps, every city's municipal codes and ordinances, every metropolitan area’s building permit data, and the US Census Quick Facts database.

US County Records:  
<https://publicrecords.netronline.com/>

US City Municipal Codes and Ordinances:  
<https://library.municode.com/>

US Building Permits by Metropolitan Area:  
<https://www.census.gov/construction/bps/msamonthly.html>

US Census Quick Facts Data:  
<https://www.census.gov/quickfacts/fact/table/US/PST045219>

There is a list of 47 resources that can help you in your decision making, whether it’s for operations, project management, or determining whether to sell or hold or invest in other markets.

CLICK HERE TO SEE ALL 47 RESOURCES (https://www.stdb.com/data-links)

I hope these resources help you and if you have any questions about any of them, please call me at \_\_\_\_\_\_\_\_\_\_, email me at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, or schedule a time on my [calendar](https://multifamily.davidmonroeccim.com/calendar/).

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Email 4:

Subject Line: Strategic Partnership

{first\_name},   
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, AND => I’m looking to invest passively in the deals.

Please call me at \_\_\_\_\_\_\_\_\_\_, email me at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, or schedule a time on my [calendar](https://multifamily.davidmonroeccim.com/calendar/) to discuss how this could be a win/win for both of us.

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Email 5:

Subject Line: Forecasting Population Post COVID-19

{first\_name},   
When looking at a market to decide if you’re going to hold, sell or invest, the most important metric is job growth/loss, more specifically Basic job growth/loss.

The Economic Base Multiplier, EBM, is used to determine how many total jobs will grow/decline from new Basic jobs coming or going to/from the market.

[CLICK HERE TO DOWNLOAD THE EBM WORKBOOK](https://davidmonroeccim.com/DwnlDs/EBM_Workbook_Template.xlsx)

The Population Employment Ratio, PER, is used to determine how many people are in a market based on the total number of jobs.

When you know how many Basic jobs are forecasted to your market, you know the EBM, and you know the PER, you can estimate future population.

Using the resources from yesterday’s email you can find the job data for a metropolitan area or county and find total population.

To calculate the potential increase/decrease in population use the following formula:

Total Basic Job Increase X EBM X PER = Total Forecast Population

This is done for you in the workbook, I just wanted you to understand the formula.

I teach CI-102 Advanced Market Analysis for the CCIM Institute and calculating future population is the cornerstone of the course.

If you would like to learn how to use the workbook and interpret the data for your market, or you would like me to do a market analysis in your market, please call me at \_\_\_\_\_\_\_\_\_\_, email me at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, or schedule a time on my [calendar](https://multifamily.davidmonroeccim.com/calendar/).

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Email 6:

Subject Line: Emerging US Real Estate Markets

{first\_name},   
2021 saw historic rent growth in the multifamily industry across the nation in most markets.

Employers and population left the west coast and northeastern states and moved south, and Boise, ID…

Is your market growing or declining, and how do you know?

The CCIM Institute teaches the Strategic Analysis Model, which includes:

* Market Analysis
* Location and Site Analysis
* Political and Legal Analysis
* Financial Analysis

The question I get more than any other is, “Which one do we start with?” The model is considered not to be an iterative process, BUT you cannot do a financial analysis until you have completed market analysis.

The outputs from the Market Analysis become your inputs for everything else. Do not overlook the Market Analysis when conducting your due diligence.

The results from the Market Analysis tell us whether our market is growing or contracting over the next 12 to 24 months.

I consult for owners, investors, and developers on conducting the Market Analysis, and all other parts of the Strategic Analysis.

If you would like to discuss an existing project or your next project, please call me at \_\_\_\_\_\_\_\_\_\_, email me at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, or schedule a time on my [calendar](https://multifamily.davidmonroeccim.com/calendar/) for a day and time to talk.

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Email 7:

Subject Line: The New Normal

{first\_name},   
There’s a new normal coming and it’s virtual. Are you embracing the virtual world yet?

I don’t know about you, but I have been on more Zoom Meetings and GoTo Webinars then I ever cared in the past or future. What does this tell us?

Look at what’s happening in the convention world. Even they’re pivoting to virtual. Take GlobeSt Apartments, formerly RealShare, for instance. They offered attendees a virtual conference for the first time in 2021 and we’re seeing as many virtual conferences in-person conferences in 2022.

What does this have to do with your current assets and future acquisitions? Everything! Tenants are embracing virtual tours to rent apartments, but you can do so much more.

How would like to be able to get more investor commitments, be able to persuade the planning commission or zoning department on upgrades to a value add project or your next development, or prelease the units prior to redevelopment or development being completed?

With 3D Virtual technology you can do just that, saving time to market which saves money, finding additional capital quickly and leasing up quickly making your investors and debt partner very happy.

If you want to learn more about what 3D virtual technology can do for your company, call me at \_\_\_\_\_\_\_\_\_\_, email me at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, or schedule a time on my [calendar](https://multifamily.davidmonroeccim.com/calendar/) to schedule a 20 minute conversation.

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Email 8:

Subject Line: Increase Cashflow By 20%

{first\_name},   
If you’re taking straight line depreciation on your properties you’re giving the government too much of your hard-earned cash flow.

By using cost segregation, you can increase your cash flow on the property up to 20% or more annually.

The tax code allows us to break apart our buildings and improvements and accelerate some of the components to a 5, 7, and 15-year depreciation. This can occur on 15% to 40% of the property.

So instead of getting a deduction each year for 1/27th of the value of the improvements at acquisition, you can accelerate allot of the interior components such as; carpet and other flooring, mechanicals, appliances, fixtures, etc. to 5 years and exterior items such as striping in the parking lot, parking stops, roof, and certain landscaping to 15 years.

If you didn’t get a cost seg analysis done when you purchased the property, the IRS also allows you to go back 10 years and catch up the accelerated depreciation.

If you’re doing a value add or reposition and you get a cost seg study done at acquisition, prior to any work being done, you can get paid for the unused depreciation of the components you tear out of the property. The IRS calls this disposition.

If you have any questions about how a cost seg study can help increase your cash flow, please call me at \_\_\_\_\_\_\_\_\_\_, email me at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, or schedule a time on my [calendar](https://multifamily.davidmonroeccim.com/calendar/) and I would glad to point you in the right direction.

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Email 9:

Subject Line: Multifamily Investing Opportunities

{first\_name},   
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 the passive investors to a qualified opportunity.

Please call me at \_\_\_\_\_\_\_\_\_\_, email me at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, or schedule a time on my [calendar](https://multifamily.davidmonroeccim.com/calendar/) to discuss how this could be a win/win for both of us.

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Email 10:

Subject Line: Your Subject Line Here

{first\_name},   
Your Text Here…

You can call me on my direct line at \_\_\_\_\_\_\_\_\_\_, email me at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, or schedule a time on my [calendar](https://multifamily.davidmonroeccim.com/calendar/) to set a time a time you and I can talk for about 20 minutes.

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