



**MULTIFAMILY INVESTING**  

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**STRATEGIES FOR BEGINNERS**

# **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**



# DAVID MONROE, CCIM

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- ✓ **Multifamily Investor and Strategic Consultant**
- ✓ **CCIM Advanced Market Analysis Instructor**
- ✓ **CCIM Technology Board VP**
- ✓ **CCIM Foundations Board Member**
- ✓ **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**

# **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/LandVision**
  - ✓ **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

## 1<sup>st</sup> 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/Onlinejobs.ph**
- ✓ **Post Your Need**
  - ✓ **Subject Line (Kills 90%)**
  - ✓ **Create A Loom Video On Why They're A Fit**
  - ✓ **1-on1 Interview**
  - ✓ **Hire**
  - ✓ **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 (Market) Rents**
- ✓ **Vacancy**
- ✓ **Income Growth**
- ✓ **Expense Growth**
- ✓ **Loan (Refi) Assumptions**
- ✓ **Exit Cap Rate**

# Underwriting Tests

- ✓ **Operating Expense Ratio**
  - ✓ **Newly Built: 35%+**
  - ✓ **Older Properties: 45-55%**
  - ✓ **High Rent Markets Will Not Apply**
  - ✓ **Small Properties 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**

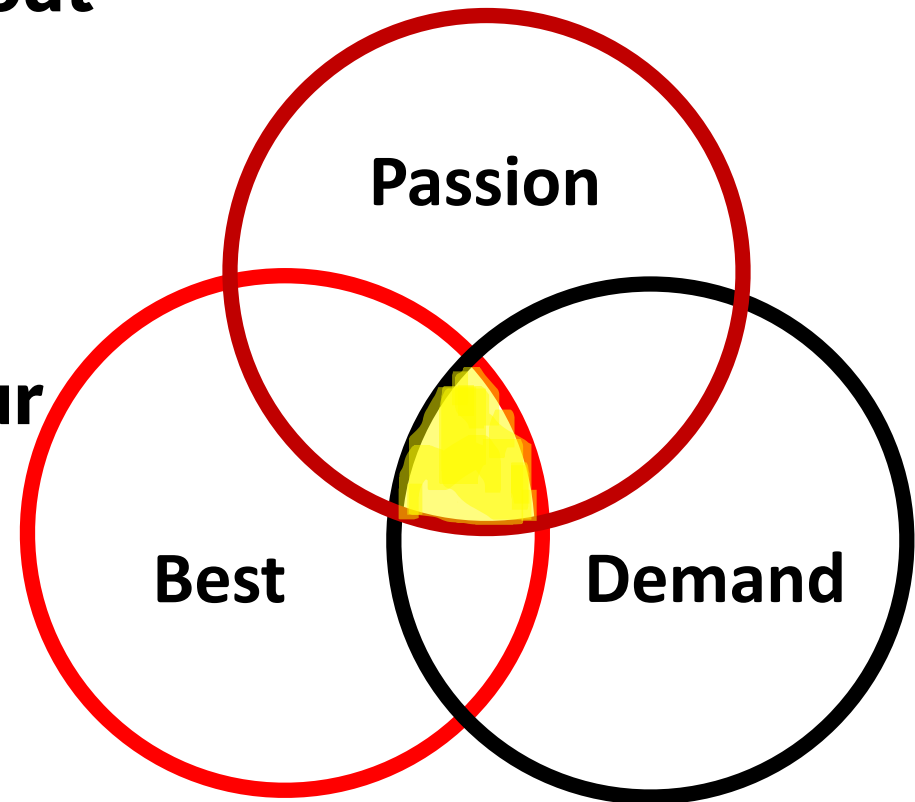
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# What Role Do You Want

# 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**
- ✓ **Win Strategic Partnering Assignments**
- ✓ **Collect Your Acquisition Fee**

# Become A Strategic Partner

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

# 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

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MULTIFAMILY EDUCATION AND COACHING

# 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 1<sup>st</sup> Or  
Next Multifamily Deal**



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# STRATEGIC PARTNERING WORKSHOP

**Most Courses Give You “What” You Need To  
Do And “Why” You Need To Do It => BUT  
They NEVER Teach You The “How”**

**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 - Market Cycles And KPI's**
  - ✓ **Part 2 - Current Economic Base**
  - ✓ **Part 3 - Future Economic Base And Demand/Supply Analysis**

# **Strategic Partnering Workshop:**

- ✓ **Module 5 – Finding Off-Market Opportunities**
- ✓ **Module 6- Underwriting The Deal**
  - ✓ **Part 1 – Acronyms And Definitions**
  - ✓ **Part 2 – Needs, Exit Strategy, KPI's, And Fees**
  - ✓ **Part 3 – Verifying Assumptions**
  - ✓ **Part 4 – 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**
  - ✓ **Supplement – Syndication Structure, Laws, And Regulations**
- ✓ **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  
Module **Every 3 Days**, So You Have Time  
To Do The Homework And **Move  
Forward** When You're Ready...**

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

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



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# MULTIFAMILY UNDERWRITING WORKSHOP

**A 3 Module “**HOW-TO**” Course That  
Teaches You Proper  
Underwriting Fundamentals**

# **Underwriting Fundamentals Workshop:**

- ✓ **Module 1 - Identify The Documents Needed To Underwrite And What To Look For And Use**
- ✓ **Module 2 - Identify The Assumptions By Using CoStar And How To Interpret That Data**
- ✓ **Module 3 - Input The Assumptions Into An Underwriting Model And Come To A Go/No-Go Decision**



**The Will Be **Delivered Live** On  
Saturdays From December 3<sup>rd</sup>  
Through Saturday December 17<sup>th</sup>**

**Each Lesson Will **Start at 11am EST**  
And Go Between 1 and 2 Hours**

**And Will Be Delivered Virtually  
Over Zoom With A Q&A Session  
At The End Of Each Lesson**

**You Will Have Homework  
Between Each Session To Confirm  
Your Understanding**

**This Training Will Be Recorded And  
Available Within 24**



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**MULTIFAMILY**  
**UNDERWRITING**  
**CASE STUDY**

# **The Multifamily**

# **Underwriting Case Study**

**The Underwriting Case Study Shows 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**

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

**You're Also Going To Get Access To The  
Private Strategic Partnering  
Community, Free For The Next 90 Days**

## **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...



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

## **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**

**Every Monday In The Community We  
Have The Live Virtual **Goal Setting**  
Workshop Via Zoom**

**Every Thursday We Have The Live  
Virtual **Weekly Q&A** And  
**Networking** Via Zoom**

# Every Month There Is A New Live Virtual **4 Week Workshop**

## **2023 Workshops:**

- ✓ **Alternative Cash Flow - 1/21/2023 - 2/11/2023**
- ✓ **Master Lease Option - 2/18/2023 - 3/11/2023**
- ✓ **Market Analysis - 3/18/2023 - 4/8/2023**
- ✓ **Off Market Acquisitions - 4/15/2023 - 5/6/2023**
- ✓ **Due Diligence - 5/13/2023 - 6/3/2023**
- ✓ **Capital Raising - 6/10/2023 - 7/1/2023**

## **2023 Workshops:**

- ✓ **Entrepreneurial Mindset – 7/8/2023 – 7/29/2023**
- ✓ **Passive Investing – 8/5/2023 – 8/26/2023**
- ✓ **Asset Management – 9/2/2023 – 9/23/2023**
- ✓ **Multifamily Operations – 9/30/2023 – 10/21/2023**
- ✓ **Multifamily Negotiations – 10/28/2023 – 11/18/2023**
- ✓ **Lead Generation – 12/2/2023 – 12/23/2023**

**Each Workshop Will Be 4 Lessons,  
1-2 Hours Each, For 4 Weeks**



**And Will Be Delivered Virtually  
Over Zoom With A Q&A Session  
At The End Of Each Lesson**

**There Will Be Homework  
Between Each Lesson To **Ensure**  
**Understanding****

**Every Month There Is New **Mindset  
Training**, So You Can Become The  
Person Capable Of Success**

**Every Month There Is New  
Marketing Training, So You Are  
Always Up To Date With The Latest  
Marketing Trends And Tactics**

**Every Month There Is A New  
Masterclass On The Latest Trends In  
Multifamily...**

**AND => Bi-Monthly There Is A New  
Marketing Update On The Latest  
Trends In The Economy...**

**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**
  - ✓ **LinkedIn or Facebook**
- ✓ **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 Education And  
Mentoring Community Like This**

**Right Now...** For The Participants Of This  
Masterclass, I'm Offering Access For **LIFE**

# ACCESS FOR **LIFE**:

- ✓ **Strategic Partnering Workshop**
- ✓ **Underwriting Fundamentals Workshop**
- ✓ **Underwriting Case Study**

**AND => I'm Offering **FREE** Access  
For The Next 3 Months To The  
Strategic Partnering Community**

**With All The Weekly And  
Monthly Live And Recorded  
Training And Resources **In  
Addition** To The Community**



~~\$1,997~~  
**ONLY \$997**

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

**So, There Is Literally Zero Risk**

**BUT...**

**This Offer Is ONLY Good For 5 Days!**

**AS A BONUS...**

# Your Business Partner/Spouse **(FREE)**

**AND => AS A FAST ACTION **BONUS**...**

**If You Purchase NOW...**



**I'll Give You An Additional **3 Free Months** To The Strategic Partnering Community And Mentoring Group!**

**That's A Total Of 6 Months **FREE!****

**Which Means You Get Access To The 4  
Week Workshops That Will Be Released  
From Jan - June => **FREE****

**Alternative Cash Flow Workshop**  
**Master Lease Option Workshop**  
**Strategic Analysis Workshop**  
**Acquisitions Workshop**  
**Due Diligence Workshop**  
**Capital Raising Workshop**

# Let's **Recap**

- ✓ **Strategic Partnering Workshop - \$1,997**
- ✓ **Multifamily Underwriting Case Study - \$997**
- ✓ **Strategic Partnering Community - \$9,997**
- ✓ **Personal Mentoring And Support - \$9,997**
- ✓ **Weekly Q&A, Goal Setting, Mindset, And Marketing - \$4,997**
- ✓ **Monthly Live Virtual 4 Week Workshops - \$11,964**
- ✓ **Your Business Partner/Spouse (FREE) - Priceless**

**THAT'S \$39,949 IN REAL VALUE**

~~\$1,997~~  
**ONLY \$997**

**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**

**AND => AS A FAST ACTION **BONUS**...**

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# STRATEGIC PARTNERING

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MULTIFAMILY EDUCATION AND COACHING

If you want the “How-To” Education to be ready for the coming recession and be part of the **Strategic Partnering Community** for the next 90 days, **CLICK THE LINK BELOW** to claim your access TONIGHT...

<https://www.strategicpartneringcommunity.com/spw-spc2-checkout>

Q&A