

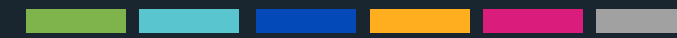


Multifamily University

# RAISING MONEY FOR YOUR DEALS: DEMO WORKSHOP

 Show and Tell On Raising Money – We Open the Kimono

# Let's Start at the Beginning



## WE DO WHAT WE TEACH

We have raised over \$60 Million in the last 2 years while managing a portfolio of 2,000+ units and building MultifamilyU & bootcamp platforms.



## NO SUGAR DADDIES

There was only no large multi-million dollar checks in the \$60 Million It was raised one retail investor at a time. Starbucks trips, phone calls, individual webinars.



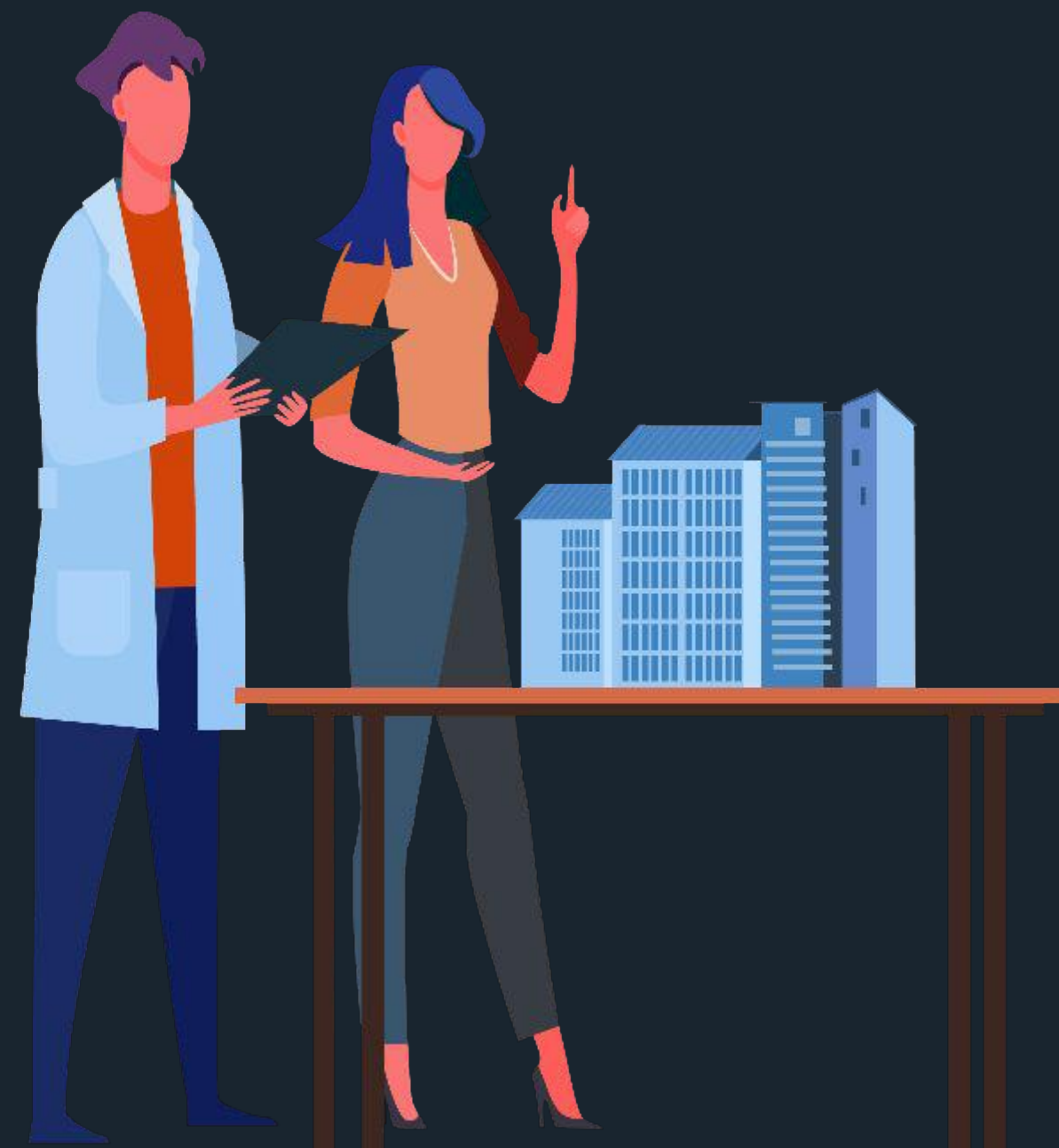
## AVERAGE JOE INVESTORS

I raise from retail investors and that is what is in this workshop. Money raising is not magic – it is time consuming, hard work, but the methodologies shown are reliable. THEY WORK.



## I AM AFRAID

I'm teaching you exactly what I do. I'm creating competitors by doing this, but I am hopeful that some of you will become future partners or subs for me, so this will even out. Fingers Crossed!



# Let's Start at the Beginning



## NURTURING & SEASONING

Creating relationships, proving credibility, documenting for SEC purposes. Quick-Blogging. Database segmentation for super targeting



## BUILDING THE FOUNDATION

Brand, Website, Story

## THE LEAD FUNNEL

Database acquisition through outreach, through Opinion Leadership platforms and also paid platforms



# Homework: Read This Book Next Week



- A lot of the strategies and demos shown today come from concepts in this book and other books like it.



# First, Build Your Foundation



## COMPANY BRAND

It's important to build a strong name for your company. Something that resonates with people immediately. Makes them go aha. Your logo and cards should reflect that. Don't skip this step, spend time and effort on it



## WEBSITE DESIGN

Your website is going to be both your branding & your 'lead capture mechanism'. Use ultra-modern fonts and pics to differentiate yourself, and use a 'mobile ready' template. Wix and Weebly are good options. Hire a designer from Upwork or Fiverr to help you. Wordpress is also a good option, but takes longer to get the site up and running.



## PUT TOGETHER YOUR STORY

Your company presentation should be designed using templates purchased from Envato Market. You can buy templates for as little as \$20. They are phenomenal timesavers, and even include sample headers and categories.



# Elements: Website & Company Presentation



Part 1

## BOTH NEEDS THE FOLLOWING SECTIONS:

- **Website comes FIRST** – Before you raise money or try other money raising tips
- **PowerPoint deck** should contain the same sections, just presented differently:



**SECTION 1: Your team** – Spend a couple of hours finessing your words. It matters. Add in anyone that advises or assists you (get their permission, of course). Adding in partners also helps build credibility (remember the partnering lab?)



**SECTION 2: Why Apartments?** – Key section, that should be driven by graphics. A lot of people compare real estate returns to stocks. That is a good approach. Mention the 6 benefits shown in Module #1 of my presentation – Cash flow, Tax benefits, Forced appreciation, Professional management and metrics, Inflation protection, Economies of Scale



# Elements: Website & Company Presentation



## Part 2

**OUR CORE COMPETENCIES**

- Find & Verify**  
To identify high quality properties with significant upside and a very favorable risk to reward ratio that meets our very strict standards, we employ our proprietary research-focused process for uncovering the best metros, sub-markets, neighborhoods and target properties.
- Acquire & Stabilize**  
After uncovering an investment property that meets our stringent criteria, our Asset Managers and Principals spring into action and work hand in hand with our property team to acquire the asset. After purchase, if the property is a turnaround property team members work relentlessly to stabilize the property.
- Add Value and Improve**  
With effective management and enhancement of the property we are able to improve occupancy rates and increase rent rates, resulting in increased property values and higher cash flow for happy investors.
- 3-5 Year Exit**  
We strive to divest the property and return capital and profits to investors in a 3-5 year time period. We take pride in communicating frequently with our investors, and provide updates on progress toward reaching the stated exit price for the property.



**SECTION 3: Apartment Trends** – Talk about declining homeownership rates (see studies about homeownership rates in the Resource Kit), Population growth, local homebuying rates for millennials. Take data from [weareapartments.org](http://weareapartments.org) (quote the source) to illustrate your point.



**SECTION 4 – Market Selection** – Talk about how you use demographic data such as population and job growth, incoming supply, and occupancy trends to pick the best Apartment markets in the country.



**SECTION 5 – Our Process** – Describe the process used to Identify Properties, acquire and stabilize them, to add value to improve them, and then to dispose of them over 5 years.



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# BUILD AN **OPINION LEADERSHIP PLATFORM**

Become an Authority in the Multifamily Arena

# Why Build a Leadership Platform



1. Make yourself visible to investors and potential partners.
2. Develop contacts in the apartment industry.
3. Connect with people who can raise equity for you.
4. Teaching makes it easy to learn!! It's very hard to forget something you've taught to someone else.
5. You will develop credibility much faster, and your confidence will soar.



# Popular Opinion Leadership Platforms



1

## ONLINE VIDEO - YOUTUBE



- Youtube has over a billion users.
- Youtube is one the most powerful marketing channels at your disposal.
- Videos rank well in Google and often have rich snippets that attract more clicks and brand awareness.
- Tools like Nutshell, Magisto, Animoto, Videoshop, iMovie App, and iMovie for Macs will make the task of making videos easier
- Tools like SEO That will allow you to quickly figure out the right 'keywords' to plug into Youtube so that Google indexes your videos quickly.
- Video works well for people that do not want to be 'extemporaneous'. Video allows you to practice and edit.



# Popular Opinion Leadership Platforms



2

## ONLINE AUDIO - PODCASTS

- Becoming a Podcaster is easier than you think.
- While the space is very crowded, innovators are entering the space and becoming successful every day.
- Podcasters learn very fast from people they interview.
- Podcasting can be profitable. A lot of podcasters have sponsors that pay for the staff, technology and virtual assistants to bring in people to interview.
- Profitable Podcasting by Stephen Woessner and Podcast Launch by John Lee Dumas are two excellent step-by-step books to get you started.
- Podcasting is great for those that are camera shy, but don't mind off-the-cuff discussions



# Popular Opinion Leadership Platforms



3

## SOCIAL MEDIA – FACEBOOK GROUP

# facebook



- If you are not a good speaker or presenter, but you like communicating through words, a Facebook group is the way to go
- Facebook allows you to build custom, targeted communities, capture mindshare, and develop rapport with potential investors
- Facebook also allows you to recruit helpers, partners and subject matter experts much easier than Podcasts or videos
- It's possible to accelerate your growth with a few thousand well-targeted dollars to bring eyeballs to your Facebook community
- Large Facebook groups can be monetized with sponsors and ads



# Popular Opinion Leadership Platforms



meetup



4

## LOCAL SOCIAL – MEETUP GROUP

- Becoming an organizer or co-organizer at a meetup group is a wonderful way to gain influence
- Meetups are slow burn strategy, they take time to develop or monetize.
- In the long run, it's a powerful investor connection strategy
- Start by visiting one meetup a week. It's a great way to learn to network
- Focus on meetup's with haves and wants
- Write, practice and improve your haves and wants pitch
- Carry an iPad with a ring holder and sample deck with photos



# Popular Opinion Leadership Platforms



meetup



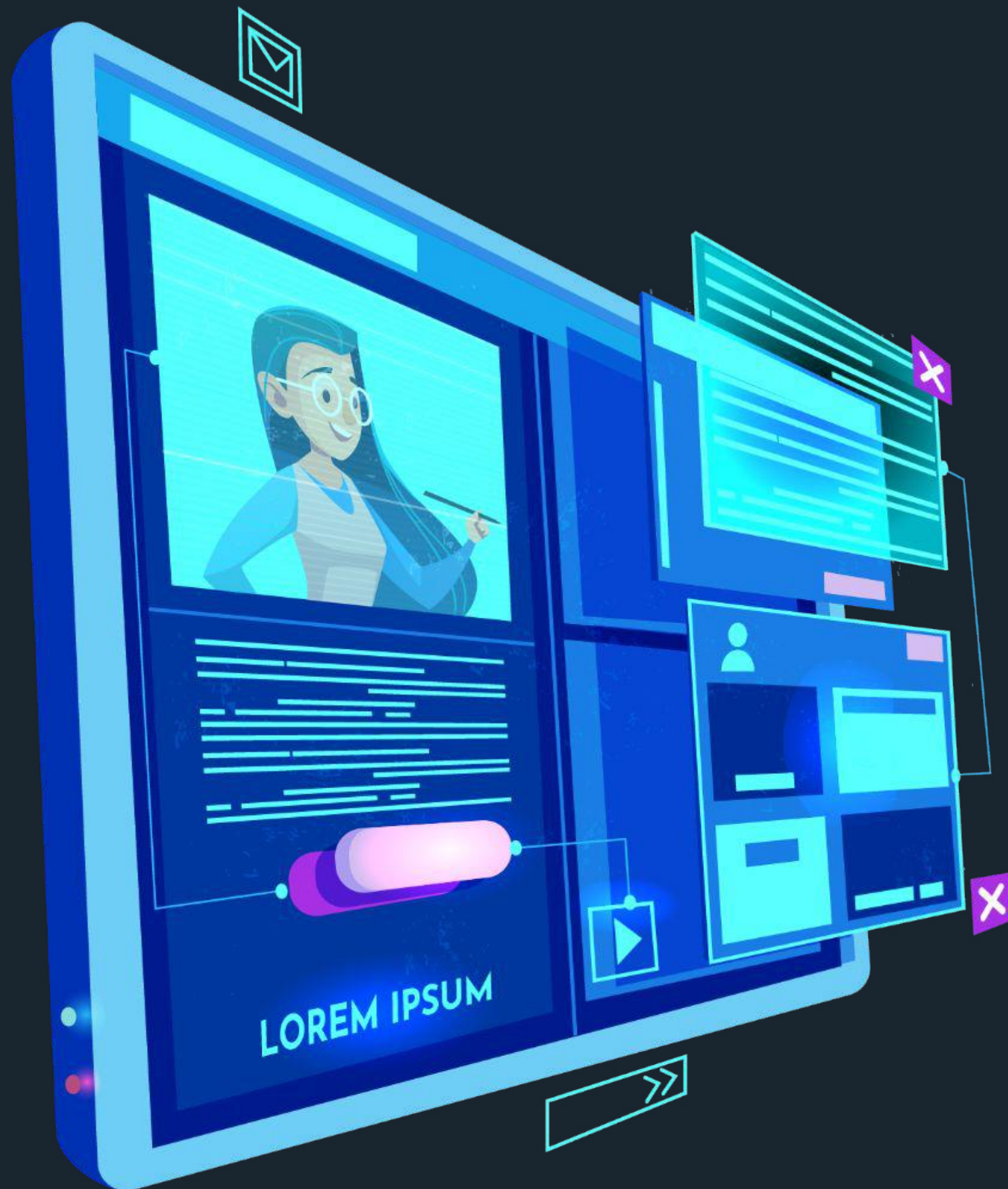
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## LOCAL SOCIAL – MEETUP GROUP (CONT.)

- Create memorable custom cards with actions in them, for credibility
- Getting a card is 10 times better than giving a card
- Use a custom lanyard with Multifamily branding
- Carry a notebook with a pen attached
- Always talk with the organizers, always thank them
- Recruit Contact swap buddies at the event
- Do not talk with people for more than 5 minutes before you excuse yourself
- Your goal is to have two good conversations and bring home 20 cards



# Popular Opinion Leadership Platforms



5

## INDEPENDENT CONTENT PORTAL – E.g. MultifamilyU.com

- Content portals are the hardest of the opinion Leadership platforms
- They have unique long term branding advantages
- They can be combined with the meetup, Facebook and video strategies over time
- Content portals are excellent for SEO and PPC strategies for database acquisition

# Popular Opinion Leadership Platforms



6

## BLOGGING THROUGH BIGGERPOCKETS

- Bigger Pockets has over a million members
- Blogging and branding through BP allows you to add more people to your BP profile
- BP has a similar feel to Meetups, but you get access to a national audience
- Posting on BP gives you credibility – ‘As seen on BiggerPockets.....’

# Popular Opinion Leadership Platforms



7

## BLOGGING THROUGH LINKEDIN



- LinkedIn has over 500 million members
- Targeting local real estate investors allows you to quickly ramp up your DB
- Syncing your contacts is the fastest way to grow your network. I often grow my network by 500 contacts at a time by using Contact Sync
- You will end up with email addresses and phone numbers for most people that become 1<sup>st</sup> level connections with you. Export those to Mailchimp.
- LinkedIn connections are 'Cold Leads'. You have to warm them up by blogging. This is why the LinkedIn strategy can be combined with the BiggerPockets strategy.



# Popular Opinion Leadership Platforms



8

## OTHER POWERFUL STRATEGIES

- Write an eBook by hiring a 'ghost writer' from Upwork. For a few thousand dollars, you can end up with a very compelling eBook, and use it as a giveaway on BP / LinkedIn / Meetups / Facebook etc.
- Organize an annual conference (e.g Barcamp or J.Martin's SF Summit). While a ton of work, it allows you to build your brand very quickly and draws powerful people to you.
- Attend large events like the REAL ESTATE EXPO. Gather hundreds of business cards, add to your database.





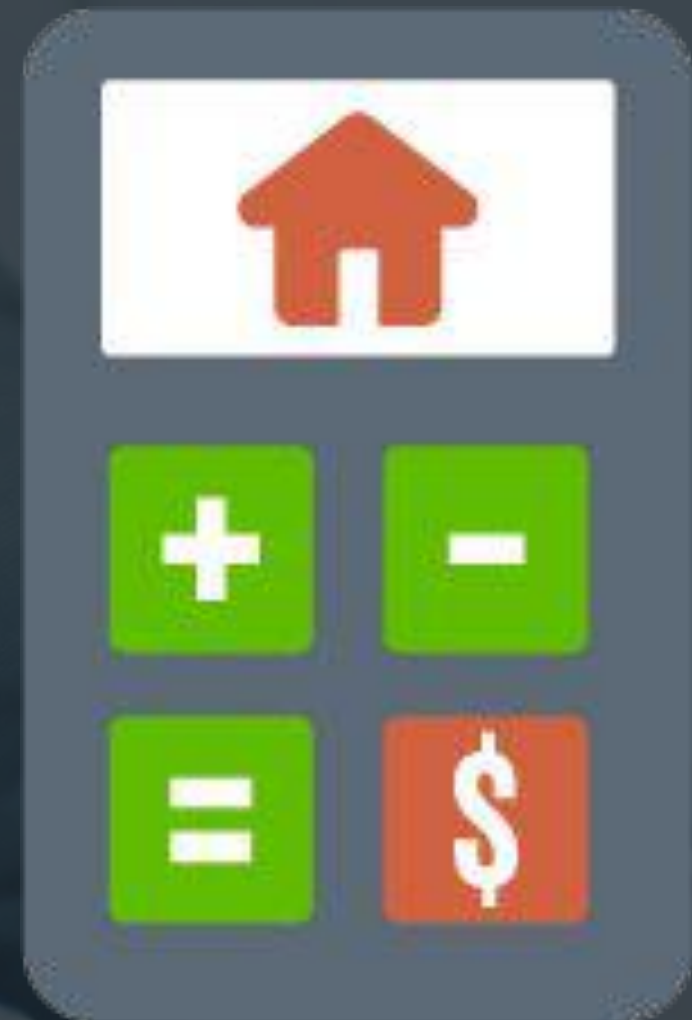
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# HOW TO **TURN LEADS INTO INVESTORS**

Once You Fill Your Database, You Need to Focus on Conversion

# Let's **Do the Math** on Investors



- Neal's opinion - One out of every 50 people that you add to your database should become an investor (or refer an investor) with your company in the future
- This number assumes you have decent deal velocity of 3 deals a year
- As your Portfolio grows, this number will fall to 1/30 (or even 1/25 in affluent areas such as San Francisco Bay Area)
- Adding people to your database does not make them an investor. What makes them an investor is the process of Lead nurturing
- Lead nurturing is the all-important process of staying in touch with your potential investors



# Lead Nurturing: Top Methods



*So, you managed to get people into your database...*

1

## STEP ONE: INFLUENCE YOUR DATABASE

- Write newsletters about Multifamily and about cash flowing investments.
- In the 45 day action plan, I ask you to subscribe to various newsletters. Get the content from there.
- Keep your newsletters short. Send them twice a month. Two to three articles at most.



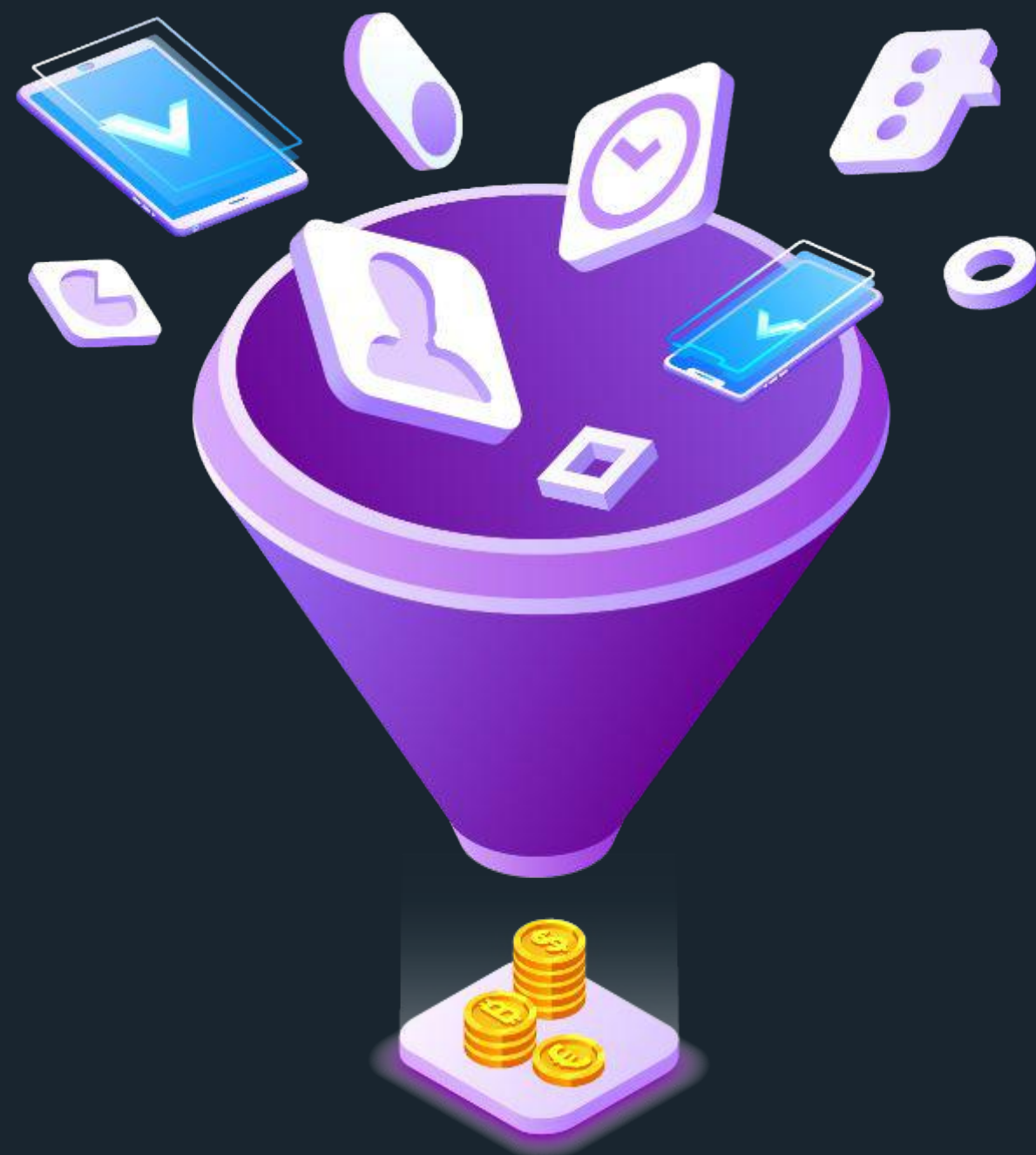
# Lead Nurturing: Top Methods



2

## STEP TWO: FILTER AND TARGET

- Have an innocuous link that says something like –*Interested in passive Multifamily investments? Click here for our Passive Investing eBook* OR *Interested in passive cash flow? Click for our top 5 tips on finding the best passive investments.*
- People are MUCH more likely to click on those links than to click on links that say *Interested in passive cash flow? Click here to schedule a call with me.*
- Now, go into Mailchimp to see who opened your newsletter = **Level 1 leads.**
- Make a list of those that showed interest (clicked on links) = **Level 2 leads.**
- Now, go into the Campaign view and see who clicked on one of the two links above = **Level 3 leads.**



# Lead Nurturing: Top Methods



3

## STEP THREE: MEET & GET SOFT COMMITMENTS

- Send emails to Level 3 leads reminding them of how you met (or connected online).
- Let them know that you have opportunities to invest coming up. Would they like to be added to the investor list for when those opportunities come up?
- If they say No, continue nurturing them. If they say Yes, ask to meet them at a local Starbucks (or online using Zoom or GoToMeeting).
- When you meet them, walk them through your pitch deck and ask for a soft commitment for the next project.



# Questions: On This Module?

