

45 day Action Plan

There were students with 3 distinct goals in the boot camp.

1. Want to buy Multifamily properties for yourself and want to learn how
2. Want to lead Multifamily projects, together with other investors
3. Want to invest passively in Multifamily properties but want to first understand the asset class

This 30-day action plan is for the first two groups (the majority). If you were interested in passive investment, you now know (more than) enough to allow you to make good decisions about passive investments with Neal and other syndicators.

Getting Started

Activity: Decide deal size and \$\$ size

When calling brokers and looking at listings, it helps to have a fixed deal size. Think about the impact on fund raising, **earnest money (deposit)** and on workload. Neal suggests 10 to 30 units, under \$2 Million but stay flexible.

Completion time: 30 minutes

Completed?

Steps:

Think about deal sizes, \$\$ numbers and your objectives. The first deal is about getting your name on the board, not about making a lot of money.

Your notes:

Activity: Make an e-BootCamp folder in your favorite browser and add shortcuts

It's important that you have a simple way to access the tools shown in the boot camp. Do not forget to do this !!

Completion time: 30-45 min

Completed?

Steps:

Create a book mark folder in your favorite browser called Apt Magic. Create subfolders for each module. Now, go through each Powerpoint Deck. Grab all links and set them up as bookmarks in the folder. This may seem like a small step, but trust us, it is quite important.

Your notes:

Activity: Sign up for newsletters

it's important to continue reading industry news and buzz. You will also use this to develop your newsletter for your database to build credibility with investors.

Completion time: 30 minutes

Completed?

Steps:

Go to the Resource kit, into the folder called SUBSCRIBE TO NEWSLETTERS. There are 6 links in there, to prominent industry newsletters. Subscribe to all of them. Mostly are weekly or monthly.

Your notes:

Properties and Underwriting

Activity: Create free LoopNet account and start reading Offering Memorandums

It's important to use LoopNet and start reading about multifamily properties in your preferred city. Your goal is to start reading Offering Memorandums (OMs).

Completion time: 240 minutes

Completed?

Steps:

Create a free account. Select a city. From the filters, select MULTIFAMILY. Start clicking through listings. The OMs are PDF files, are usually attached to property listings, and are often called flyers. Read a minimum of 10 OMs. Go with some bigger properties and some smaller ones. Write down your questions, and post them on the Facebook portal. Attach the files if needed. Other students or Neal will answer your questions.

Your notes:

Activity: Find a half dozen Multifamily properties from LoopNet to start practicing underwriting

Underwriting is a key skill. MultifamilyU has provided you with a copywrited template, feel free to use that template. One benefit of using that template is that other students can help you, since they are also using it. Also, consider using the Facebook portal to join an underwriting group. Neal and our Facebook volunteer group are working to put students into underwriting groups, so they can benefit from each other's skill and learning.

Completion time: 600 minutes (do not do this all at once, spread it out over multiple sessions)

Completed?

Steps:

Create a free LoopNet account. Select a city that you are interested in. When the list comes up, select MORE FILTERS. In the filter dialog box, select MULTIFAMILY and type in 6 to 50 units. Start clicking through listings. The OMs are PDF files, are usually attached to property listings, and are called flyers. Read a minimum of 10 OMs. Grab the flyers and the rent rolls (if provided). Now use the underwriting template to start underwriting the properties. We recommend that you review the recording of the Underwriting Module to refresh concepts before you start.

Your notes:

Activity: Pick an initial set of cities to target

It's important to have a set of 3-4 cities to target, when starting out. Due to serious lack of inventory, plus strong competition, Neal recommends picking a combination of bigger cities (over 1 million population) and smaller cities (under 1 million people). Otherwise, your deal pipeline may not be strong enough. If you are willing to pay for a paid membership to housingalerts.com or LocalMarketMonitor, you may be able to target smaller (secondary) metros within strong states. If you have not watched 2018 Real Estate Trends webinar, now is the time...

Completion time: 120 minutes

Completed?

Steps:

Go to MultifamilyU portal. Pull up slide deck for Chapter 2. Go to Slide 16. Some of the strongest cities in the U.S. are represented here. Keep in mind that some hot cities (such as Sacramento) may not offer cash flow or inventory, and others such as Orlando may be a bit far for California students to travel to. Cities such as Las Vegas, Stockton, Fresno may represent compromises to match your location. In the end, this is a personal decision.

Your notes:

Activity: Build a list of brokers in your target cities

it is critical to build broker relationships before you make travel plans. The method shown in the boot camp will help you build the relationships.

Completion time: 120 minutes

Completed?

Steps:

Go to MultifamilyU portal. Pull up slide deck for Chapter 4, read slide 7 and 8. use the techniques mentioned to find brokers that are listing lots of properties on LoopNet. Now use google to find their website. On their site, you will see a lot of local MLS listings (you may have to filter everything except Multifamily out, also filter for size). Use an excel spreadsheet to create a list of brokers that keep coming up again and again. Those are brokers to establish relationships with. Get a list of 5-6 brokers per target city, into excel, grab phone numbers and emails as well.

Your notes:

Activity: Have your first 3 broker conversations

Don't wait too long to have these conversations. Having the broker conversations is a big mental win. Review the slide decks for tips before you call them.

Completion time: 120 minutes

Completed?

Steps:

For the first 2 broker conversations, pick cities that you are not targeting. Make sure that you are talking with brokers that are focused on Multifamily. Go to module 4, Read slides 13 through 21 twice. Try to memorize slide 17 through 20 as much as possible. Now, write down very specific questions about properties that your target broker is listing. It's important to do this right, so take the time. you have nothing to lose since you are not targeting these cities, to make the practice truly worth it.

Your notes:

Activity: Now, talk with 3-4 brokers from each of the target cities

it is critical to build broker relationships before you make travel plans. The method shown in the boot camp will help you build the relationships. Two brokers per city is the minimum.

Completion time: 240 minutes

Completed?

Steps:

Same as above, but this time, go for brokers in the cities that you want to focus on.

Your notes:

Activity: Now, talk with 2 PMs from the same cities

The most important single component of lasting success in Multifamily is your Property Manager. Use the PM Selection check list to interview PMs. It's best to interview them once you have a potential property or properties in your target city.

Completion time: 120 minutes

Completed?

Steps:

Use Slide 2 of the Property Manager module to find PMs. Then use Slide 6 to use the PM Question checklist for the actual conversation.

Your notes:

Activity: Start planning your first visit to a target city

By the end of the 30 days, you should be receiving property packages from brokers. If you are not getting enough volume, you must talk to more brokers !! If you are, start planning your first visit to the target city. This will probably be a learning visit, not a buying visit.

Completion time: 3 days (about 4-8 hours to plan, 2 or 3 days for the trip)

Completed?

Steps:

1. Before you going, you should have face to face appointments set with two or three brokers. 2. Through those brokers or others, you should be touring two properties or more. 3. You should be meeting with one property manager who you have already talked with using the PM Selection sheet. You can meet them at their office, or tour the property with them. 4. You should have a list of neighborhoods to drive around, allocate several hours to do this. 5. After visiting the properties, come back in the evening. Its important to see a property after dusk, sometimes you will see items related to area quality that you would not notice during the day. 6. Do not forget to visit 3-4 nearby comps (see comps module on how to find good comps) so you can understand local pricing and amenity levels.

Your notes:

PARTNER TO IMPROVE YOUR CHANCES

Activity: Consider partnering with other students

A first multifamily project can be daunting. As they say, How do you eat an elephant? Well, you eat it piece by piece. If you partner with others that focus on different pieces of the problem, you may see more traction.

Completion time: 90 minutes

Completed?

Steps:

Go to the google link that was used for the Partnering lab. **Make a copy of this file (do not edit the original)**. Remember, this is the STRENGTH IN NUMBERS group activity. You will see lots of students listed. Spend some time going through the list. First, look at people that are interested in cities that you are interested in. Mark some of them as potentials. Now look at the skills columns. Look for people that have skills different from yours. Try to come up with a list of 6-8 people. Now, use the Facebook secret society to reach out to them.

Your notes:

Activity: Network with other boot campers

Now that you have a short list of potential partners, connect with them on Facebook, and start doing 1 on 1 or group phone calls with them. Facebook interaction is not sufficient for people to get comfortable with each other.

Completion time: 4-8 hours

Completed?

Steps:

Be the squeaky wheel. If you are the one setting up phone calls or face to face meets, others will gravitate towards you. Try conference calls using freeconference.com, or free web meetings using zoom.com, or meeting at a local starbucks or restaurant. Share your goals and concerns with others, and you will find that other people will be able to help with those challenges. For example, some people have more access to investors with money. Others are very comfortable with underwriting or calling brokers. Still others have a very flexible travel schedule. Discuss this to come up with action items.

Your notes:

WORKING WITH INVESTORS AND RAISING MONEY:

Activity: Memorize talking points

The opportunity to talk to investors can come suddenly. Memorize some talking points and write them down on cue cards. Practice in front of a mirror.

Completion time: 90-120 min

Completed?

Steps:

Go to the slide decks stored in the portal. Open Chapter 1 – Multifamily Fundamentals. First, quickly read through slides 3 through 26. Now come back to slide 3. Pretend as if you are Neal, and you are presenting these slides to an investor. Use recordings to hear what Neal said as he went through the slides. Practice those. Do this for about 90 minutes. If beneficial, write down 10-20 of the major points on 3x5 inch cue cards. By practicing and writing it down, you will find that many of the facts will stick with you. This will prepare you to talk with investors.

Your notes:

Activity: Practice demoing weareapartments.org to investors, to build credibility

A great way to build credibility with a potential investor is to give them a 5 to 7 minute demo of weareapartments.org

Completion time: 30 min

Completed?

Steps:

Go to www.weareapartments.org. Read the home page. Try to get key stats like 4.6M new apartments by 2030 into your head (or cue cards). Look at the Barriers to Construction index at the bottom of the page, and think about what you would say to an investor about this when walking them through that index. Now go back, click on THE DATA. Now go through various metros and find some good ones with a big supply-demand imbalance (Phoenix, Orlando etc.) and some with a low supply-demand imbalance (Pittsburgh etc.). Try to figure out what you would say to investors when showing them these stats. Remember, imbalance = OPPORTUNITY. Also remember that showing this data to an investor puts you into a Knowledgeable advisor position and you gain their trust.

Your notes:

Activity: Prepare a sample deal package for investors

Once you have underwritten your first 3-4 properties, it's time to prepare a sample deal package for your investors.

Completion time: 180 min

Completed?

Steps:

A sample deal package is a document that showcases a potential deal to investors. The components are 1. Deal summary or exec summary 2. Information about building and area 3. Your underwriting / financials 4. What you plan to do with the building – the story 5. Investor returns in a simple to understand table (cash flow and overall). 6. The team.

You do not have to have the deal in contract to use the sample deal package. But it should be a deal that is currently available or was available a short while ago. Note: Neal has been asked by a few students if he can develop a plug-and-play Deal Package Template that can be used by students. Neal likes the idea and is going to work on it. Stay tuned for an announcement on the Facebook site.

Your notes:

Activity: Catalog people in your life that can be investors

With your first project, it's likely that some of your friends and family will be your investors. They know you and trust you. More importantly, though, they can refer you to others who are interested in real estate investment. If you feel that you do not know affluent people (and your family doesn't either), then partner with other students using the Facebook site.

Completion time: 120 minutes (30 minutes for catalog, 150 minutes to talk with them)

Completed?

Steps:

Make a list of everyone in your life - friends, colleagues, family that might be interested in real estate investments. Now start having conversations. The first couple are tough, but after that, you will be pleasantly surprised at how easy they become. If a tech geek like Neal can raise \$13 million in a year, anyone can.

Your notes:

Activity: Have your first 2 conversations with investors you don't know

Having investment conversations with friends / colleagues / family is a good start, but you need to go beyond that. Use referrals from people you know to have your first 2 conversations with potential investors.

Completion time: 120 min

Completed?

Steps:

Use the TALKING POINTS and WEAREAPARTMENTS.ORG sections above as your lead-in. And get a sample deal package up and running. Use either an iPad or a laptop to show them the deal.

Your notes:

Activity: Pick your Opinion Leadership category

Whether you pick Youtube or Podcasts or Meetups or Facebook as your Opinion Leadership platform, understand that you will need to allocate a certain amount of time on an ONGOING basis to this activity.

Completion time: 8-12 hours a month

Completed?

Steps:

Module 9 - How to Raise Money has the basic instructions. I strongly recommend that you buy books or watch Youtube videos about the specifics of Podcasting / building FB communities / Developing LinkedIn community etc.

Your notes:

BEYOND THE FIRST 45 DAYS - THE JOURNEY HAS JUST STARTED:

Activity: Decide if you want to use ProspectNow to connect with off market properties / owners

ProspectNow will allow you to automate targeting and mailing of letters. You can call ProspectNow and get sample templates from them. This strategy might work better for secondary cities that are not red hot.

Completion time: 30 minutes

Completed?

Steps:

Go to the Slide Deck area, find the ProspectNow demo video and watch it. After you watch it, if this approach interests you, go to <https://www.prospectnow.com/real-estate-training/> and continue learning, and make a decision on whether you want to buy the membership or not.

Your notes:

Activity: Use the Virtual Assistants webinar recording to automate your search & properties

Learn exactly where to find low cost VAs and how to screen them to hire the cream of the crop.

Completion time: 60 min

Completed?

Steps:

Go to the Portal (elite student package only), and find the Virtual Assistants webinar and follow the steps. Your VAs can double or even triple the time you have available to find and manage properties. It's not easy to use them, but the benefits are fantastic, once you get over the learning curve.

Your notes:

ONCE YOU COMPLETE YOUR FIRST PURCHASE

Activity: Use the ultrapowerful Mega Marketing Webinar recording

In a series of web demos, Neal will show you real campaigns running on a half dozen websites that will turbocharge your incoming tenant lead flow, and allow you to charge market (and above market) rents.

Completion time: 60 min

Completed?

Steps:

Go to the Portal, and find the Mega Marketing webinar and follow the steps.

Your notes: