



Neal
Bawa

THE MONEY RAISING BLUEPRINT – THE DEMO WORKSHOP

Step by Step – We open the kimono to raising a million a month



Multifamily University

LET'S START AT THE BEGINNING



We do what we teach

We have raised over \$50 Million in the last 2 years. We did that while managing a portfolio of over 1,500 units and while building the MultifamilyU and boot camp platform.

No Sugar Daddies

There were zero large checks in that \$50 Million (over \$1 Million). The money was raised one retail investor at a time. Starbucks trips, phone calls, individual webinars.

Average Joe investors

We 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.

THE 4 PHASES OF MONEY RAISING



Building the Foundation

Brand, Website, Story, Pitch Deck, Sample Project package

The lead funnel

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

Nurturing and seasoning

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

Closing the deal

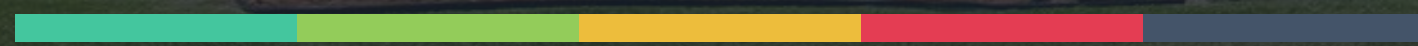
Creating the PowerPoint deck, an Investment Summary, plus other key tips on getting money from people. The timelines that you need to know about



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PHASE 1 – BUILDING THE FOUNDATION

Brand, Website, Story, Pitch Deck, Sample Project package



LET'S BUILD THE BRAND FIRST



Company Name: You will live with your company name for years (hopefully decades). Doesn't it make sense to spend 30 minutes to create a name that is Powerful and full of meaning?

YOUR BRAND STARTS WITH YOUR COMPANY NAME



Step 1: Write down your keywords. From apartment to multifamily to real estate to home to equity to shelter to returns to passive income, write down every term that defines your syndication investing company. Write down at least 30 words.

Step 2: What attributes do you want your company name to portray? Strength? Safety? Affluence? Trust? Ingenuity? Hard work? Focus? Direction? Uniqueness? Ethics? Competency? Cutting edge? Tech savvy? Write at least 5 attributes important to you and then think of 10 words that match them (e.g. For strength you can use Colossus or Titan or Fortitude. For Safety, use words like Guardian or Fortress).

YOUR BRAND STARTS WITH YOUR COMPANY NAME



Step 3: Now, combine the attributes keywords with real estate keywords. For example, Fortress Capital, Ubiquitous Multifamily, Steelhawk Equity, Diligent Multifamily, Allegia Capital, Guardian Equity. Write at least 10 such names, preferably 20 names.

Step 4: Now, get clever with the naming. Most of the names you wrote above are already taken (both companies and .com names, so you need to get a bit clever with it. Use clever combinations. Here are some ideas to get the creative juices flowing. Shelterly Investments, Homava, Multikey, Apartzone, Molony, Realia capital, Multicastle Investments, Apartmado, Multitrust etc. Write at least 10 such combo names down that are word mashups. Single words are more memorable than multiple words.

YOUR BRAND STARTS WITH YOUR COMPANY NAME



Step 5: *Go to Link 37 in Bootcamp Portal sheet* to search for available domain names. If using an unusual mashup like grocapitus, also make sure that other likely spellings like growcapitus.com are also available.

NOW, LET'S DESIGN A UNIQUE LOGO



Step 6: Now, let's design a unique logo. [Go to Link 38 in Bootcamp Portal sheet](#) in your browser. Open a few tabs. Now, type in your chosen name into the Business Name field, and type in REAL ESTATE into the keyword field.

- Step 7:** Now, go through the list of logos and identify the following attributes
1. Which font did you like. It's ok to like more than one, ideally at least three. Do you like modern? Formal? Informal (like google).
 2. Did you want your logo to be strong (all caps) or approachable and modern (all lowercase)?
 3. What colors did you like? Modern colors like Purple or strong traditional like Black or Dark blue?
 4. What type of logo did you like? Abstract? Pictures?

NOW, LET'S DESIGN A UNIQUE LOGO



Step 8: Now, either use PC screenshots or your phone's camera to take pictures of the font styles and logo designs that you love. Pick at least 3 of each.

Step 9: Now, create a free account on Fiverr [Go to Link 39 in Bootcamp Portal sheet.](#)

1. There are several talented logo designers on this site.
2. You can [pay \\$25 to this guy](#), or pay [\\$145 to this guy](#). What is important is that they should get your screenshots with commentary (I like this color, I like that font, I like that logo, but I like the colors on this one). They should be able to create a memorable logo for you very quickly.


NOW, LET'S DESIGN A UNIQUE LOGO




Step 10: Now, use the keywords to design a tagline for your company. I don't use one, but I know that in most cases, it helps. Here is an example.



FIRST, BUILD THE FOUNDATION



Design your website and PowerPoint: 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.



Your PowerPoint Deck (Pitch Deck): Must be beautifully designed. Investors are easily swayed by beautiful graphics and animations. They will never say this, but it makes a HUGE difference to your lead-to-close ratio

AN EXAMPLE OF HOW MUCH THIS MATTERS

MEmu - The Best Free Android Emulator | Workspace Admin | Grocapitus S... | 0 Style - Colors and Fonts - Multi...

multifamilyu.com/style-guide/

NEWbkmrks_GRO... | NEAL_PERSONAL | GRO_MFU_BKMRKS | 506 group | Doctors | PadMint | Asset Mgmt | Dashboard | Trends

MultifamilyU

LEARN+ | INVEST | ABOUT | TESTIMONIALS | RESOURCES | EVENTS | BLOG+ | BOOTCAMP

MULTIFAMILY UNIVERSITY BRAND GUIDE

DARK BLUE #002245	AQUA #25B8D2
GOLD #FAAC0E	MAGENTA #BD1864

TITLE FONT
THIS IS A SAMPLE TITLE
Font: Dosis
Font weight: 600 (semi-bold)
Letter spacing: 3px
Text transform: uppercase
Line height: 1.2em
color: #25b8d2

BODY FONT
This is sample body text.
Font: Poppins
Font weight: 400 (regular)
Letter spacing: 0px;
Line height: 1.5em
color: #002245

LOGO FONT
Multifamily University
Font: Dosis
Font weight: 700 (bold)
Letter spacing: 0px
Text transform: none
Line height: 1.2em
Color: #002245

BUTTON FONT
SAMPLE BUTTON TEXT
Font: Poppins
Font weight: 600 (semi-bold)
Letter spacing: 3px
Text transform: uppercase
Line height: 1.2em

ELEMENTS OF BOTH SITE AND COMPANY PRESENTATION



Both the website and the Company presentation needs the same sections:

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

ELEMENTS OF BOTH SITE AND COMPANY PRESENTATION



- **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 benefits shown in Module 1 of this course – Cash flow, Tax benefits, Forced appreciation, Professional management and metrics, Inflation protection, Economies of Scale

ELEMENTS OF BOTH SITE AND COMPANY PRESENTATION



- 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 *We Are Apartments (Go to Link 40 in Bootcamp Portal sheet)* (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.

Use these well designed sites for Ideas

[Wellings Capital \(Go to Link 41 in Bootcamp Portal sheet\)](#)

[Nitya Capital \(Go to Link 42 in Bootcamp Portal sheet\)](#)

[URS Capital Partners \(Go to Link 43 in Bootcamp Portal sheet\)](#)

ELEMENTS OF BOTH SITE AND COMPANY PRESENTATION



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

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.

PRESENTING TO INVESTORS



FIRST, IT'S USEFUL TO KNOW THIS

- Market conditions are AWESOME for fund raising. There is too much money in the market, and not enough projects.
- Your mindset is the biggest obstacle to fund raising. Most new multifam investors are pre-conditioned to assume that nobody will want to invest with them.
- There are very sophisticated investors and less sophisticated investors. Focus on less sophisticated...
- Talk to investors BEFORE you get a deal in contract. I raise only 10% of the money when the deal is in contract. 90% during the down time.

PRESENTING TO INVESTORS



- The key step is to create a SAMPLE PROJECT PACKAGE, sometimes also called PITCH DECK or DEAL PACKAGE. The components are:
 - Deal summary or exec summary
 - Information about building and area
 - Your underwriting / financials
 - What you plan to do with the building – the story
 - Investor returns in a simple to understand table
 - The team

PRESENTING TO INVESTORS



- The benefits of a project package:
 - Practice. You get better at visualizing the deal, and you learn how to answer questions about the deal. You get more comfortable, you get more confident.
 - You can get verbals from investors well before you get a deal in contract. This is called developing the pipeline.

SAMPLE PROJECT PACKAGE



- Click link below for a sample project package from another company

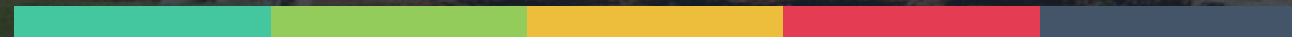
Go to Link 44 in Bootcamp Portal sheet

- While it's not good looking, it has all of the essential components you need to develop a sample project package

TOP 10

PHASE 2 – A POWERFUL LEAD FUNNEL

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



ACQUIRE LEADS THROUGH 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 that you have 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 & 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 \(Go to Link 45 in Bootcamp Portal sheet\)](#) 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

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, and they make great connections !!
- 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 ([Go to Link 46 in Bootcamp Portal sheet](#)) and **Podcast Launch** by John Lee Dumas ([Go to Link 47 in Bootcamp Portal sheet](#)) are two excellent step-by-step books to get you started

- Audio only podcasting is great for those that are camera shy, but don't mind

POPULAR OPINION LEADERSHIP PLATFORMS



2. ONLINE AUDIO - PODCASTS

- Become a serial guest on Podcasts (Neal's favorite strategy for students)
- Podcasters are looking for guests
- **MEGATIP:** Hire a podcast booking agency. Neal's favorite is ccmyadmin (use code multifamilyu to get a substantial discount)
- Create a 1 page flyer about yourself (use Fiverr people) to market yourself
- Podcasts are incredibly valuable content !! Put every podcast on your website, on FB, LinkedIn, Youtube and email them to your investor database
- Take powerful snippets from your podcasts and share on Instagram

POPULAR OPINION LEADERSHIP PLATFORMS



3. SOCIAL MEDIA – FACEBOOK GROUP

- 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 (*Magic of Multifamily: Go to Link 48 in Bootcamp Portal sheet*)
- 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 or virtual conferences

POPULAR OPINION LEADERSHIP PLATFORMS



4. LOCAL SOCIAL – MEETUP GROUP

- Becoming an organizer or co-organizer at a meetup group is a wonderful way to gain influence
- Meetup organizing is a very 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.

POPULAR OPINION LEADERSHIP PLATFORMS



5. INDEPENDENT CONTENT PORTAL – Such as MultifamilyU.com

- Content portals are the hardest, slowest and most expensive of the opinion Leadership platforms
- They have extraordinary 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
- They can produce a staggering number of leads (*Active Campaign Contacts: Go to Link 49 in Bootcamp Portal sheet*)

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



6. BLOGGING THROUGH BIGGERPOCKETS - STEPS

- Create an account, and post a thoughtful article in the MULTIFAMILY forums. You can re-word an article that you got through the email
- A number of people will comment on the article, some will UP VOTE the article.
- Ask a VA to reach out to those people and send them an email (through BP) requesting a connection with them since they liked the article. Must use unique verbiage so you don't get banned. *(BiggerPockets Conversations: Go to Link 50 in Bootcamp Portal sheet)*
- You now have the ability to 'influence' your connections. You should have a goal of adding 500 people that are connected to you, per year.

POPULAR OPINION LEADERSHIP PLATFORMS



7. PUBLISHING CONTENT 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 ([LinkedIn \[Contact Sync\]: Go to Link 51 in Bootcamp Portal sheet](#))
- You will end up with email addresses and phone numbers for most people that become 1st level connections with you. Export those to your emails software in INDOCTRINATION status.
- LinkedIn connections are 'Cold Leads'. You have to warm them up by blogging and INDOCTRINATION. This is why the LinkedIn strategy can be combined with the

POPULAR OPINION LEADERSHIP PLATFORMS



8. ORGANIZE AN ANNUAL CONFERENCE

- Organize an annual conference by yourself or with a sponsor like Neal (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.
- Here are examples of conferences that Branded their organizers
 - J. Martin's SF Bay Area Summit
 - Beau Epstein's BarCamp
 - Dylan Marma's Atlanta Multifamily Summit

OTHER LEAD ACQUISITION MEETHODS – ATTEND MEETUPS



- 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
- Create memorable custom cards with actions in them, for credibility (***Vista Print: Go to Link 52 in Bootcamp Portal sheet***)
- Getting a card is 10 times better than giving a card
- Use a custom lanyard with Multifamily
- 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 2-3 good conversations and bring home 20 cards

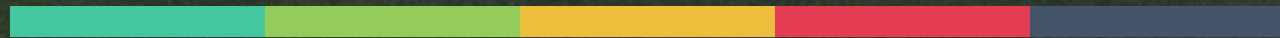
OTHER LEAD ACQUISITION MEETHODS – EXPOS



- Attend large events like the REAL ESTATE EXPO.
- Gather hundreds of business cards, add to your database.
- Use Contact swaps with fellow boot campers to double or triple your yield.
- Then use nurturing techniques shown later in this module to turn business cards into leads / investors *(Active Campaign Contacts: Go to Link 49 in Bootcamp Portal sheet – link works for instructors only)*

PHASE 3 - HOW TO TURN LEADS INTO INVESTORS

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



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 (assumes that you have decent deal velocity of 3 deals a year)
- As your Portfolio grows, this number will fall to 1 out of 30
- 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, establishing credibility and getting buy in

TOP LEAD NURTURING METHODS



STEP 1: INDOCTRINATE YOUR DATABASE

- Send them drip emails once you add them to the database
- DO NOT send them deal information during the indoctrination phase !! SEC Violation. Be patient.
- Keep trying different emails *(Drip Campaign Email: Go to Link 53 in Bootcamp Portal sheet)*, your goal is to get them to click on the links and download something or read something.

TOP LEAD NURTURING METHODS



STEP 1: INDOCTRINATE 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 once a month. Two to three articles at most. The key is to get people to **click through** the newsletters.

TOP LEAD NURTURING METHODS



STEP 2: FILTER AND TARGET PEOPLE THROUGH THESE EMAILS

- Have an innocuous link in there 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 phone call with me.*
- Now, go into Mailchimp to see who opened your newsletter. These are Level 3 leads
- Make a list of those that showed interest (clicked on links). These are Level 2 leads.
- Now, go into the Campaign view and see who clicked on one of the two links above. These are Level 1 leads.

TOP LEAD NURTURING METHODS



STEP 3: MEET AND 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 through newsletters and webinars. 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.

TOP LEAD NURTURING METHODS

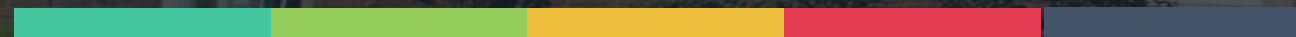


STEP 3: TAG, TAG, TAG (THIS IS INSANELY IMPORTANT)

- Tagging takes you closer to compliance, it is an essential step
- Tagging allows you to quickly filter the database and figure out who the engaged (and disengaged) people are
- *Detailed Demo of the incredible power of Tagging: Link 54 in Bootcamp Portal sheet (link works for instructors only)*

PHASE 4 – CLOSING THE DEAL

Blow by Blow demo of how to raise millions of dollars in 60 days, once your database is nurtured



TIMELINES ARE **CRITICAL** TO SUCCESSFUL RAISES

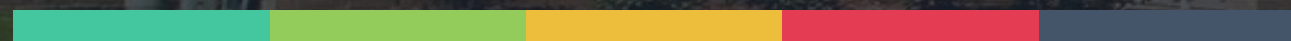


Here is a full, blow by blow walkthrough of 25+ major steps involved in a money raise, over a 60-day timeframe. The link below provides the steps, though not the demo links (those are all Grocapitus proprietary documents and software templates).

[Student Version Link \(60-Day Execution Plan: Go to Link 55 in Bootcamp Portal sheet\)](#)

OTHER IMPORTANT ITEMS

Software needed, and marketing dollars to invest



HOW TO CALCULATE MARKETING BUDGET



- What is the Lifetime value of an average investor? \$150K
- On average, you should make (over a 5-year project) about 20% of what they invest (amount varies depending on number of partners), assuming the projects are decent quality, so roughly \$30K
- You should be prepared up to 2-4% of that \$30K as the 'marketing and acquisition cost'. So, a good marketing budget is \$500-\$1000 per investor.
- That \$500 can be broken down into roughly 35 leads at \$15 each. Lead quality and cost varies depending on source.

HOW TO CALCULATE MARKETING BUDGET



- This means that \$20K one-time budget should help you get 40 investors (which is about \$2.5 to \$3 Million raised for one project).
- The dollars should go towards
 - Social media staff and ‘boosts’
 - Virtual assistants to help manage the raise
 - Google or Facebook ads
 - Expenses for your chosen Opinion Leadership platform (e.g. Meetup group fees)

FULL SOFTWARE STACK FOR A RAISE



- A webinar software – Gotowebinar or Zoom or WebinarJam
- An email marketing software - Mailchimp or ActiveCampaign
- A CRM software (you may not need the item above if you get a CRM software) – Zoho or ActiveCampaign or Salesforce
- A landing page software – Leadpages or Clickfunnels (paid) or Mailchimp (included with email subscription) or Eventbtire. Many CRM products provide templates that are built in.
- A texting software such as EZText, to send text reminders
- A project management software to keep everyone on track – Asana or Basecamp or Trello
- A document repository – Google Drive or Onedrive or Dropbox
- Social media accounts – Facebook, Instagram, LinkedIn, Youtube etc.
- A form software to collect information for legal reasons – Google forms or lotform

HOMWORK - 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.

QUESTIONS ON THIS MODULE?

