MULTIFAMILY MARKETING SYSTEM

Initial Contact Attempt

1st Day

 - Make initial contact attempt to reach decision maker:

"Hi, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, My name is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. I understand you’re busy so the reason for my call is to set up a time you and our acquisitions manager can talk to see if any of your multifamily properties fit our acquisition strategy. Are you available tomorrow morning around 10:30 your time?”

 - Leave a voicemail if no contact with decision maker:  
    Voice Mail Owners**:**

    “Hi \_\_\_\_\_\_\_\_\_\_\_\_\_\_, my name is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. You can reach me at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.”

    ”I’m calling to see if any of your multifamily properties fit our investment strategy.”

     “Again, my name is \_\_\_\_\_\_\_\_\_\_\_ at \_\_\_\_\_\_\_\_\_\_\_\_\_. I look forward to hearing from you.”

 - Send an email after leaving voicemail  
    Subject Line: Voicemail  
    Message: I left you a voicemail

Record what you did in the contact's history in the CRM.

Connect Via Social Media

1st Day

Connect via Facebook and like Facebook page

Connect via LinkedIn and follow LinkedIn Company

Connect via Twitter

Follow on Youtube channel if available

DO NOT send anything to them or initiate a conversation at this time, unless they initiate the conversation first.

Mail Prospecting Letter

1st Day

My name is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, and we’re seeking to acquire multifamily properties in the Southeast.

I represent a company looking to expand to it’s multifamily inventory in the next 12 months. We’re looking for \_\_\_\_\_\_\_\_\_\_\_\_ units, 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 send me an email at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to setup a day and time to talk.

1st Follow-up

1 week later

 - Make follow-up contact attempt to reach decision maker:

" Hi, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, My name is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. I understand you’re busy so the reason for my call is to set up a time you and our acquisitions manager can talk to see if any of your multifamily properties fit our acquisition strategy. Are you available tomorrow morning around 10:30 your time?”

 - Leave a voicemail if no contact with decision maker:  
    Voice Mail**:**

    “Hi \_\_\_\_\_\_\_\_\_\_\_\_\_\_, this is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. You can reach me at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.”

    ”I’m calling again to see if any of your multifamily properties fit our investment strategy.”

     “Again, my name is \_\_\_\_\_\_\_\_\_\_\_ at \_\_\_\_\_\_\_\_\_\_\_\_\_. I look forward to hearing from you.”

 - Send an email after leaving voicemail  
    Subject Line: Multifamily Investment Opportunity  
    Message:

My name is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and we’re seeking to acquire multifamily properties in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

I represent a company looking to expand to it’s multifamily inventory in the next 12 months. We’re looking for \_\_\_\_\_\_\_\_\_\_\_\_ units, 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.

 Record what you did in the contact's history in the CRM.

1st Follow-up Provide Value Via Social Media

1 week later

Find or create an article or post that provides value and share it to prospect's Facebook, LinkedIn, and/or Twitter accounts.

2nd Follow-up

2 weeks after initial contact attempt

 - Make follow-up contact attempt to reach decision maker:

" Hi, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, My name is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. I understand you’re busy so the reason for my call is to set up a time you and our acquisitions manager can talk to see if any of your multifamily properties fit our acquisition strategy. Are you available tomorrow morning around 10:30 your time?”

 - Leave a voicemail if no contact with decision maker:  
    Voice Mail**:**

    “Hi \_\_\_\_\_\_\_\_\_\_\_\_\_\_, this is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. You can reach me at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.”

    ”We're looking for multifamily properties fit our investment strategy.”

     “Again, my name is \_\_\_\_\_\_\_\_\_\_\_ at \_\_\_\_\_\_\_\_\_\_\_\_\_. I look forward to hearing from you.”

 - Send an email after leaving voicemail  
    Subject Line: Seeking Multifamily Investments  
    Message:

My name is \_\_\_\_\_\_\_\_\_\_\_\_\_\_ with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and we’re seeking to acquire multifamily properties in \_\_\_\_\_\_\_\_\_\_\_\_.

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.

 Record what you did in the contact's history in the CRM.

2nd Follow-up Provide Value Via Social Media

2 weeks after initial connection attempt

Find or create an article or post that provides value and share it to prospect's Facebook, LinkedIn, and/or Twitter accounts.

3rd Follow-up Call

3 weeks after initial contact attempt

- Make follow-up contact attempt to reach decision maker:

"Hi, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, My name is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. I understand you’re busy so the reason for my call is to set up a time you and our acquisitions manager can talk to see if any of your multifamily properties fit our acquisition strategy. Are you available tomorrow morning around 10:30 your time?”

- Leave a voicemail if no contact with decision maker:  
Voice Mail:

“Hi \_\_\_\_\_\_\_\_\_\_\_\_\_\_, this is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. You can reach me at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.”

”We're aggressively looking to acquire multifamily properties.”

“Again, my name is \_\_\_\_\_\_\_\_\_\_\_ at \_\_\_\_\_\_\_\_\_\_\_\_\_. I look forward to hearing from you.”

- Send an email after leaving voicemail  
Subject Line: Aggressively Seeking Multifamily Investments  
Message:

My name is \_\_\_\_\_\_\_\_\_\_\_\_\_\_ with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and we’re seeking to acquire multifamily properties in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

We're aggressively looking to acquire multifamily properties.

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.

Record what you did in the contact's history in the CRM.

Week 4 Provide Value Via Social Media

3 weeks after initial contact attempt

Find or create an article or post that provides value and share it to prospect's Facebook, LinkedIn, and/or Twitter accounts.

Month 2 Follow-Up Call

1 Month later

- Make follow-up contact attempt to reach decision maker:

"Hi, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, My name is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. I understand you’re busy so the reason for my call is to set up a time you and our acquisitions manager can talk to see if any of your multifamily properties fit our acquisition strategy. Are you available tomorrow morning around 10:30 your time?”

- Leave a voicemail if no contact with decision maker:  
Voice Mail:

“Hi \_\_\_\_\_\_\_\_\_\_\_\_\_\_, this is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. You can reach me at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.”

”I'm calling to see if you would consider selling us one or more of your multifamily properties”

“Again, my name is \_\_\_\_\_\_\_\_\_\_\_ at \_\_\_\_\_\_\_\_\_\_\_\_\_. I look forward to hearing from you.”

- Send an email after leaving voicemail  
Subject Line: Multifamily Purchase  
Message:

My name is \_\_\_\_\_\_\_\_\_\_\_\_\_\_ with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and we’re seeking to acquire multifamily properties in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

I represent a company looking to expand to it’s multifamily inventory in the next 12 months. We’re looking for \_\_\_\_\_\_\_\_\_\_\_\_ units, 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.

Record what you did in the contact's history in the CRM.

Month 2 Provide Value Via Social Media

1 Month later

Find or create an article or post that provides value and share it to prospect's Facebook, LinkedIn, and/or Twitter accounts.

Month 2 Mail Prospecting Letter

1 Month after the first letter is sent

My name is \_\_\_\_\_\_\_\_\_\_\_\_\_\_ with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and we’re seeking to acquire multifamily properties in strong markets in the US.

I represent \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ looking to expand to \_\_\_\_\_\_\_\_\_ in the next 12 months. We’re looking for \_\_\_\_\_\_\_ units, with upside potential greater than a \_\_\_\_% cap rate, \_\_\_\_\_ days due diligence, hard money upfront, 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 send me an email at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to setup a day and time to talk.

**Continue this trend for the next 4 months and if you do not reach a decision maker by then cease marketing efforts.**