



How To Pay Cash For A 100 Unit Apartment Complex

Even If You've Never Closed A Deal

What We're Going To Do Today

- ✓ **Forthcoming Recession**
- ✓ **How Will It Affect Multifamily**
- ✓ **How To Win In A Down Cycle**
- ✓ **Relationships**
- ✓ **Structuring Your Entity**
- ✓ **Structuring The JV Relationship**
- ✓ **Next Steps**
- ✓ **Q&A**





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- ✓ **Multifamily Investor and Strategic Partner**
- ✓ **Certified CCIM Market Analysis Instructor**
- ✓ **VP Of The CCIM Technology Board 2022**
- ✓ **CCIM Foundations Board 2021-2023**
- ✓ **CCIM Ward Center Committee Chair 2023**
- ✓ **Founder Of Strategic Partnering Community**
- ✓ **Former Syndicator Now Strategic Partner**
- ✓ **Owned A Property Management Company**



STICK AROUND UNTIL THE END...



FORTHCOMING RECESSION



Forthcoming Recession

- ✓ **Forthcoming Recession**
 - ✓ **Inflation**
 - ✓ **Free Money**
 - ✓ **Global Supply Chain Problems**
 - ✓ **Interest Rates**
 - ✓ **Now**
 - ✓ **Where They're Going**



HOW WILL IT AFFECT MULTIFAMILY



How Will It Affect Multifamily

- ✓ **How Will It Affect Multifamily**
 - ✓ **Population Growth (Migration)**
 - ✓ **Affordability**
 - ✓ **Layoffs**
 - ✓ **Short Term Debt**

HOW TO WIN A DOWN CYCLE



How To Win In A Down Cycle

- ✓ **How To Win In A Down Cycle**
 - ✓ **Stockpile Cash => NOT YOUR OWN!**
 - ✓ **Build Relationships**
 - ✓ **Passive Investors**
 - ✓ **JV Partners**
 - ✓ **Understand The Dynamics Of The Market Cycle**
 - ✓ **Attack The Market BEFORE The Bottom**



**START BUILDING RELATIONSHIPS
NOW!**



RELATIONSHIPS



Investors



I help busy _____
build wealth with passive
investments on physical assets
through forced appreciation...



Investors

- ✓ **Accredited vs Sophisticated**
 - ✓ **Depends On Amount Of Raise And Minimum Investment**
- ✓ **Get A Face-To-Face Via Zoom**
 - ✓ **Use Automated Email Sequence Calls To Action**
- ✓ **Gain A Soft Commitment**
- ✓ **Have Them Review And Sign Documents**
- ✓ **Accept Their Investment**

JV Partners



**Find Similar Private Equity
Structures As Yours, That Have
Complementary Skill Sets, To Close
On Multifamily Transactions**



JV Partners

- ✓ **Private Equity Companies**
 - ✓ **Amount Willing To Invest**
 - ✓ **Experience They Bring**
 - ✓ **Role They Will Fill**
 - ✓ **Acquisitions**
 - ✓ **Underwriting**
 - ✓ **Asset Management**
 - ✓ **Key Principle**



JV Partners

- ✓ **High Net Worth Individuals**
- ✓ **Amount Willing To Invest**
- ✓ **Experience They Bring**
- ✓ **Role They Will Fill**
 - ✓ **Acquisitions**
 - ✓ **Underwriting**
 - ✓ **Asset Management**
 - ✓ **Key Principle**



JV Partners

**Build Multiple Relationships With
Different JV Partners So You Have
More Opportunity To Do Deals**



JV Partners

GOAL – Do Enough Deals With The Same 2 To 3 JV Partners, Including An Operating Partner, And You Will Never Worry About Money Again!



STRUCTURING YOUR ENTITY



Brand Focused



Brand Focused

- ✓ **Your Website**
- ✓ **Social Media Profiles**
- ✓ **Social Media Pages and/or Groups**
- ✓ **Content Delivery**
- ✓ **Prospecting**



Member Managed



Member Managed

- ✓ **No SEC Documents Required**
- ✓ **No Passive Investors**
- ✓ **Pari Passu**
- ✓ **Equal Equity**
- ✓ **Sweat Equity**
- ✓ **Operating Agreement**

506(b) / 506(c)



506(b) / 506(c)

- ✓ **SEC Documents Are Required**
- ✓ **506(b)**
 - ✓ **Up To 35 Non-Accredited Investors**
 - ✓ **CANNOT Advertise**
- ✓ **506(c)**
 - ✓ **NO Non-Accredited Investors**
 - ✓ **CAN Advertise**
- ✓ **Unlimited Number Of Investors**



506(b) / 506(c)

- ✓ **Unlimited Amount Raised**
 - ✓ **Minimum \$500k**
 - ✓ **\$1M to \$5M Sweet Spot**
- ✓ **Have 12 Months To Raise Capital**
 - ✓ **Can Get 6 Month Extension (Not Advisable)**
- ✓ **Sponsor/Investor Splits**
 - ✓ **20/80 Is Typical**



506(b) / 506(c)

- ✓ **Sponsor Fees**
 - ✓ **Acquisition**
 - ✓ **Entity Management**
 - ✓ **Reimbursement Of Expenses**
 - ✓ **LLC/SEC Documents**
 - ✓ **CPA**
 - ✓ **Travel**
 - ✓ **Software**



STRUCTURING THE JV RELATIONSHIP



General Partnership



General Partnership

- ✓ **No SEC Documents Required**
- ✓ **Pari Passu Between Partners**
- ✓ **General Partnership Agreement**
- ✓ **No Limited Partners**
- ✓ **One Title To Property**

LLC



LLC

- ✓ **No SEC Documents Required**
- ✓ **Pari Passu Between Partners**
- ✓ **LLC Operating Agreement**
- ✓ **Member Managed LLC**
 - ✓ **Each JV Partner Is A Manager**
- ✓ **No Limited Partners**
- ✓ **One Title To Property**



Tenant In Common



LLC

- ✓ **No SEC Documents Required**
- ✓ **Pari Passu Between Partners**
- ✓ **JV Partnership Agreement**
- ✓ **No Limited Partners**
- ✓ **Multiple Titles To Property**
 - ✓ **Each JV Partner Gets Title To Property In Their Entity Name**
 - ✓ **Ideal For Different Exit Strategies, i.e., 1031 Exchange**



NEXT STEPS



Next Steps

- ✓ **Identify 2 or 3 Markets You Want To Invest**
- ✓ **Build Relationships In Those Markets**
- ✓ **Create A Market Summary For Investors And JV Partners**
- ✓ **Get Soft Commitments From Investors**
- ✓ **Identify The Near Bottom Of The Market Cycle**
- ✓ **Find JV Partners With Similar Structures And Goals**
- ✓ **Put Your Entity Structure Together**



Next Steps

- ✓ **Fund Your Entity From Your Soft Commitments**
- ✓ **Find 2 Or 3 Other Entities To Have \$5M Between You**

**You Can Now Close On A
100 Unit Deal For Cash**



Next Steps

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



Next Steps

Belong To A Network Of Like-Minded
People Working Towards Similar
Goals Of All Experience Levels



Next Steps

To **Reduce The Time**, Effort, And
Energy Of Doing It On Your Own



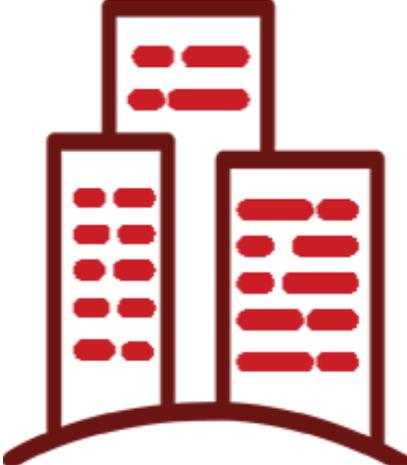
Next Steps

And...

NO, It Doesn't Cost \$25K+



INTRODUCING...



— ★ ★ ★ —

STRATEGIC PARTNERING

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 1st Or
Next Multifamily Deal**



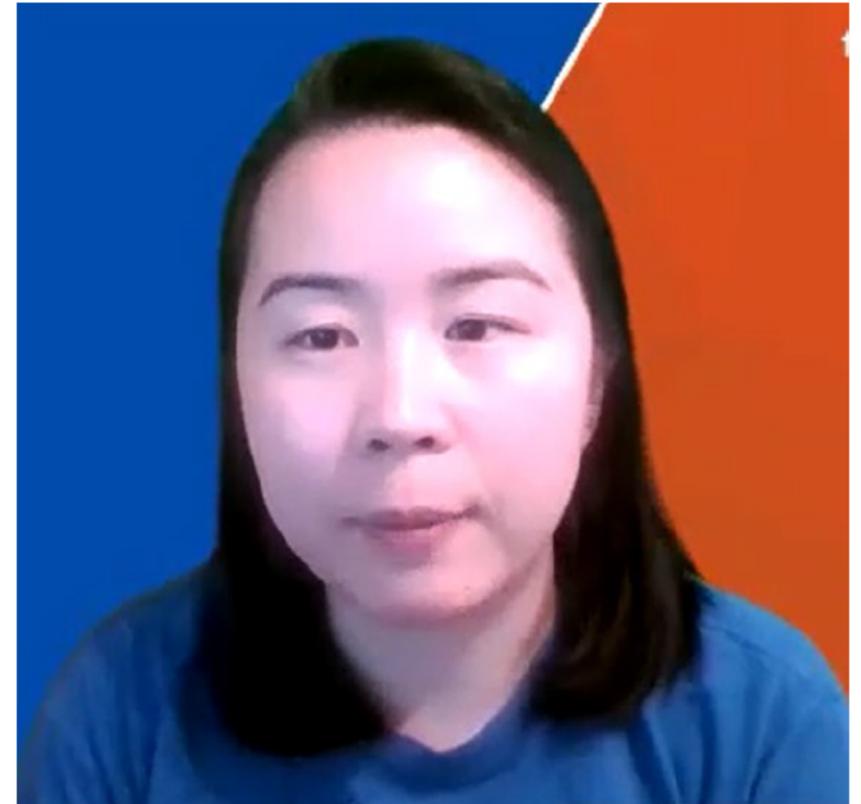
We Help You **Build Your Systems, So You
Don't Have To Do This On Your Own**



Case Study #1 - Full Time W2

MICY

- ✓ **Micy Was Looking To Get Into Multifamily While Full Time At A W2**
- ✓ **She Was Frustrated With Other Communities She Previously Joined**
- ✓ **She Implemented The 4 Steps And Figured Out How To Leverage Her W2...**
- ✓ **Micy Completed Her First Successful Capital Raise of \$250k**



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 - Identify Your Market(s)**
 - ✓ **Part 2 - Current Economic Base**
 - ✓ **Part 3 - Future Economic Base And Demand/Supply Analysis**
 - ✓ **Part 4 - Competitive Advantage and Market Cycles**



Strategic Partnering Workshop:

- ✓ **Module 5 – Finding Opportunities**
- ✓ **Module 6- Underwriting The Deal**
 - ✓ **Part 1 – Underwriting Fundamentals And Definitions**
 - ✓ **Part 2 – Verifying Assumptions**
 - ✓ **Part 3 – 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**
- ✓ **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 Session
Each Week, So You Have The Time To Do
The Homework And Move Forward
When You're Ready...**



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



The Current **Live Class Started On
February 20th And We Hold Every
Sunday At 1pm East – Except Holidays**



**No Matter Where You Are In The
Course, You Can Attend The Live Classes**



The Multifamily Underwriting Case Study



**The Underwriting Case Study Will Show
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**

You're Also Going To Get Access To **Strategic Partnering Labs**



Strategic Partnering Labs:

- ✓ **Property Management Documents**
- ✓ **Syndication Documents**
- ✓ **Project Management Documents**
- ✓ **Due Diligence Documents**
- ✓ **Marketing Documents**



Strategic Partnering Labs:

- ✓ **Underwriting Tools – Deal and Market**
- ✓ **Pitch Deck Template (Offering Summary)**
- ✓ **Transaction Templates – LOI**
- ✓ **Property And Contact Information In Your Markets**
- ✓ **Investor and Business Contacts**
- ✓ **Quarterly Planner And Production Tracker**



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



**You're Also Getting A FREE Website
PLUS Training And Support To Help
You Generate Leads**



Case Study #2 - Internet Famous

TREVOR

- ✓ **Trevor's #1 Issue Was Analysis Paralysis**
- ✓ **He Previously Joined Other Groups But Felt They Lacked Guidance**
- ✓ **He Found Success With Our 4 Step Process To Help Build His Brand And Presence...**
- ✓ **Trevor Now Has Investors Worth Millions Calling And Asking To Partner**



You're Going To Get Access To The Private Strategic Partnering Community



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, I will Help You...



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**



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



Every Monday We Have The **Goal Setting** Workshop



**Every Tuesday I Teach A
Module Of The
Underwriting Case Study**



**Every Wednesday We Have
Weekly Q&A And Networking**



Every Sunday I Teach A Module Of The **Strategic Partnering Workshop**



**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**
- ✓ **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 Investing And
Mentoring Community Like This**



Right Now... For The Participants Of This
Masterclass, I'm Offering Access To The
Strategic Partnering Community For...



ONLY \$297 A Month



**For As Long As You're A Member, With
No Long-Term Contract**



It's Been **More Than A Year Since We
Have Offered A Monthly Option**



Or... Get **LIFETIME** Access For
ONLY \$2,997



Because We're Getting Ready To Launch **Strategic Partnering 2.0**



The Lifetime Option Is **Going Away!**



FOREVER!



SO...

This Offer Is ONLY Good For 5 Days



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



So, There Is Literally **Zero Risk**



AS A BONUS...



Your Business Partner/Spouse (FREE)



Case Study #3 - \$12M Deal At 22yrs Old

YVAN

- ✓ **When Yvan Came To SPC He Was Overwhelmed**
- ✓ **He Was Working Harder Than Needed**
- ✓ **We Helped Yvan Stop Doing All The Other Stuff And Focus On The 4 Steps...**
- ✓ **Helped Close A 12.3 Million Dollar Deal And Got A Fund Manager Position.**



Let's Recap



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

THAT'S \$37,982 IN REAL VALUE



ONLY \$297 A Month
WITHOUT Lifetime Access



Or... Get **LIFETIME** Access For
ONLY \$2,997



**AND 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





If you want to be part of the **Strategic Partnering Community** and get access for LIFE, **CLICK THE LINK BELOW** to claim your access TONIGHT...

<https://www.strategicpartneringcommunity.com/sp2-checkout-pre-launch>



Q&A

 **PAY CASH**
FOR 100 UNITS
MASTERCLASS